MARCH 17, 1958

THIRTY-FIVE CENTS

27th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ny time is listening time . . .

talk
SPOT
with the
ETRY RADIO MAN!

and radio goes everywhere!

Radio rides along in some 35,000,000 cars. It keeps countless millions of drivers an their passengers company on the way to and from work . . . sells them everythin from shaving creams to sewing machines. The Petry Radio Man can brief you on traffic patterns and listening preferences in America's most important markets. He'll make sure you know what you've got when you buy Spot.

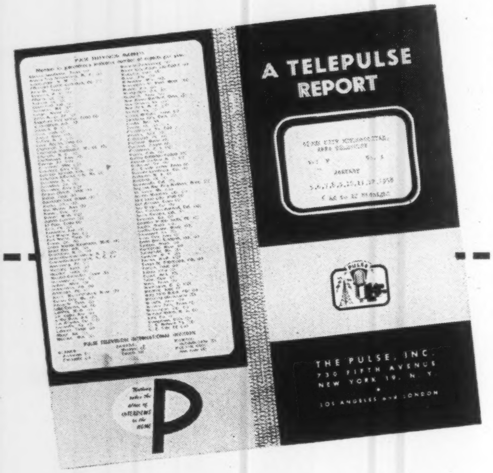
radio division

EDWARD PETRY & CO., INC.

the original station representative

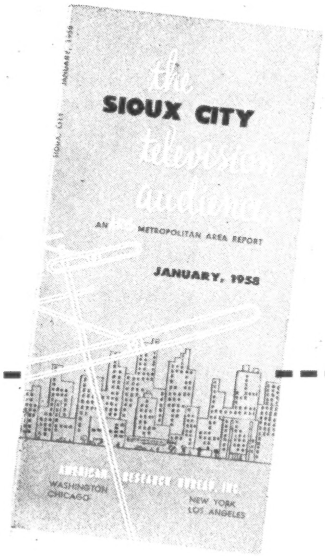
New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

Pulse and ARB* agree KVTV is dominant in Sioux City


A TELEPULSE REPORT

THE PULSE, INC.
730 FIFTH AVENUE
NEW YORK 19, N. Y.
LOS ANGELES · LONDON

- 29 of the top 30 shows
- KVTV—355 quarter-hour wins
  Sta. "A"—79 quarter-hour wins
- KVTV—35.7 Avg. Class A rating
  Sta. "A"—27.3 Avg. Class A rating
- 8 of top 9 syndicated shows
- Top 10 local live shows


the SIOUX CITY television audience

METROPOLITAN AREA REPORT

JANUARY, 1958

WASHINGTON
CHICAGO
NEW YORK
LOS ANGELES

- 25 of the top 30 shows
- KVTV—285 quarter-hour wins
  Sta. "A"—146 quarter-hour wins
- KVTV—38.2 Avg. Class A rating
  Sta. "A"—28.0 Avg. Class A rating

* Telepulse, Jan. '58, ARB, Jan. '58

call your KATZ man

CBS • ABC **KVTV** Sioux City, Iowa

Channel 9

PEOPLES BROADCASTING CORPORATION

Exclusively on
WCHS-TV
America's
23rd TV MARKET

Good news from Leo

Now Showing on

THE EARLY SHOW AT 5 P.M.
and
THE LATE SHOW AT 11:10 P.M.

OVER A BILLION DOLLARS WORTH OF

MGM-TV

SPECTACULAR MOTION PICTURE HITS

For biggest audience in the Charleston-Huntington-Ashland market . . . schedule WCHS-TV. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS·TV

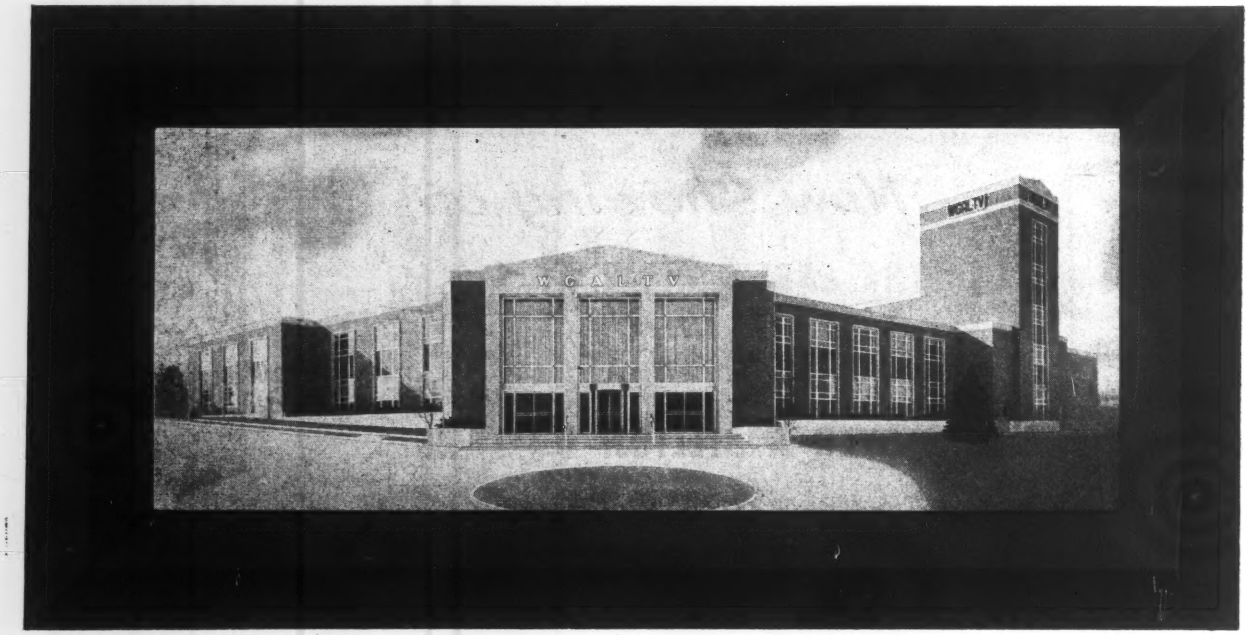
Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

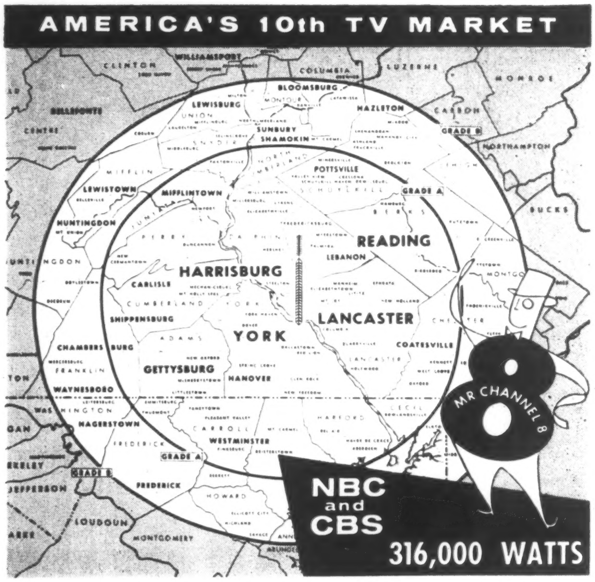
Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

OUTSTANDING

facilities • service • stability


W G A L T V
WGAL-TV

It is an established fact that over the years there has never been the slightest wavering in the high standards of WGAL-TV programming and public service. WGAL-TV viewers and advertisers have learned they can rely implicitly on continuing stability. WGAL-TV is housed in a new and modern building which provides the finest possible facilities for both black and white and color transmission.


AMERICA'S 10th TV MARKET
CLINTON
WILLIAMSPORT
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
LEWISBURG
MONTOUR
UNION
BELLEFONTE
CENTRE
HAZLETON
CARBON
SUNBURY
SHAMOKIN
SNYDER
GRADE B
NORTHAMPTON
NORTHUMBERLAND
POTTSVILLE
SCHUYLKILL
MIFFLIN
LEWISTOWN
MIFFLINTOWN
GRADE A
BERKS
BUCKS
HUNTINGDON
JUNIATA
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
YORK
LANCASTER
SHIPPENSBURG
ADAMS
CHESTER
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
HANOVER
WAYNESBORO
WASHINGTON
HAGERSTOWN
CECIL
HARFORD
CARROLL
WESTMINSTER
FREDERICK
JEFFERSON
HOWARD
LOUDOUN
MONTGOMERY
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

WGAL-TV

LANCASTER, PA.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

DOUBLE TROUBLE • That new "facet" being investigated by federal grand jury in Washington is Pittsburgh ch. 4 case (grand jury has been investigating ch. 10 Miami case for several weeks). Among witnesses called last week in ch. 4 proceedings were Earl F. Reed and Lee W. Eckels, identified with Television City Inc., corporation which survived following merger with WCAE Inc. (Hearst) and dropout of three other applicants. New station, under Hearst operation but 50% ownership of Reed group, is expected to go on air in September. FCC had more or less openly urged merger to get third v on air.

•

In ch. 10 Miami case, grand jury heard several additional witnesses last week and is understood to be calling others, including several who have testified in House Oversight Committee inquiry into case. Among those who testified last week were H. Earl Barber, who was legal assistant to former Comr. Richard A. Mack, and Harry M. Plotkin, Washington attorney who formerly was associated with Paul A. Porter in representation of A. Frank Katzentine, WKAT, one of unsuccessful applicants for ch. 10.

•

THAT CH. 10 • Preparatory to extending inquiry into Miami's controversial ch. 10 case, two staff investigators of House Oversight Subcommittee conferred last Tuesday with Comrs. Hyde, Bartley and Lee at their FCC offices. Chairman Doerfer was interviewed last Wednesday. All four had voted in ch. 10 case along with former Comrs. McConnaughey and Mack. Investigators were Joseph P. O'Hara Jr. and Francis X. McLaughlin.

•

Rep. Harris is making every effort to conclude House Oversight Subcommittee's hearings on Miami ch. 10 this week. And, Republican members are just as determined record will not be closed until several other witnesses not currently scheduled have been called. Dispute, following party lines, flared into open briefly during testimony of Col. Katzentine Friday and infighting promises to become more heated this week.

•

TURNABOUT • It's had no publicity yet, but NBC News has organized miniature news wire service for newspapers, is currently serving about 10 papers and hopes soon to extend its string. It works this way: Each day NBC news department picks out few stories with fresh or unusual angles from network's foreign and domestic correspondents. These are worked into approximately 1,500-word report which goes to affiliates in cities where NBC has such newspaper working arrangements, and affiliates relay to papers. It's pure promotion; NBC makes no charge for service, but newspapers credit NBC News and give bylines to NBC correspondents who originated stories.

•

Application for transfer of remaining 50% stock interest in ch. 5 KRGV-TV Weslaco, Tex., from O. L. (Ted) Taylor to LBJ Co., of which Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson, is president and principal stockholder, was filed with FCC late Friday. Because negative control only is involved (LBJ already owns 50%) transfer is routine and does not require formal FCC approval. Mr. Taylor receives $100,000 cash, plus 10-year consultancy and retains ownership of Taylor Radio & Tv Corp., which is not licensee. LBJ Co. owns KTBC-AM-TV Austin and 29% of KWTX-AM-TV Waco, which owns KBTX-TV Bryan.

•

DOWN TO WIRE • It was two-man race for Richard A. Mack vacancy on FCC until about eleventh hour. Also considered along with Commission-nominee John S. Cross was Edward Jarrett, chief clerk of Senate Interstate & Foreign Commerce Committee and veteran of quarter century service on Capitol Hill. Mr. Jarrett asked White House to withdraw his name from consideration Wednesday, March 5 and Mr. Cross' nomination went to Senate following Monday.

•

When Mr. Cross assumes his FCC commissionership, possibly by April 1, he will start with clean slate as to staff personnel. H. Earl Barber, Comr. Mack's legal assistant, already has resigned, and John E. Doane, engineering assistant, is being transferred to FCC staff as career employe. Mr. Cross will appoint his own three secretarial assistants.

•

MONEY FOR ETV • Sen. Warren Magnuson (D-Wash.) plans hearings on educational tv by Senate Commerce Committee he heads soon after Congress returns from Easter recess. Hearings would be pegged on Senator's own bill (S 1759) to provide up to $1 million to each state for educational television but would be broadened to encompass much wider scope than provisions of bill. Sen. Magnuson feels that educational tv has not been overly successful because state legislators and educational groups have failed to provide funds.

•

Radio Advertising Bureau has won its first point with Lever Bros.—it will get "audience" with Pepsodent Div. Tentative meeting set for this week at Lever House in New York by T. E. Hicks, vice president in charge of marketing for Pepsodent, RAB vice president-general manager Jack Hardesty and Don McDonald, RAB's national account executive (drug field). Subject: Pepsodent's sudden turnabout in spot, from radio to tv, canceling $2.5 million per year Pepsodent toothpaste radio spot budget in process [ADVERTISERS & AGENCIES, *March 3*].

•

DUBBING DUBBED • Latin tempers are flaring south of border as Mexican Actors Guild (ANDA) and state-run Dept. of Cine (films) are protesting use by Desilu and CBS-TV Film Sales of Spanish dubbing organizations in Madrid for South American version of *I Love Lucy* series, which premiered March 6 on XEW-TV Mexico City under sponsorship of Bourjois perfumes. It reportedly met with unfavorable reaction because Madrid studio executives dubbed Castillian Spanish rather than Andalusian (Mexican) Spanish. Protests concerning difference in Spanish accents may be merely pretext. Insiders say Mexican actors guild is unhappy over lack of reciprocity and also over fact that CBS is farming out dubbing assignments abroad rather than keeping them in this hemisphere.

•

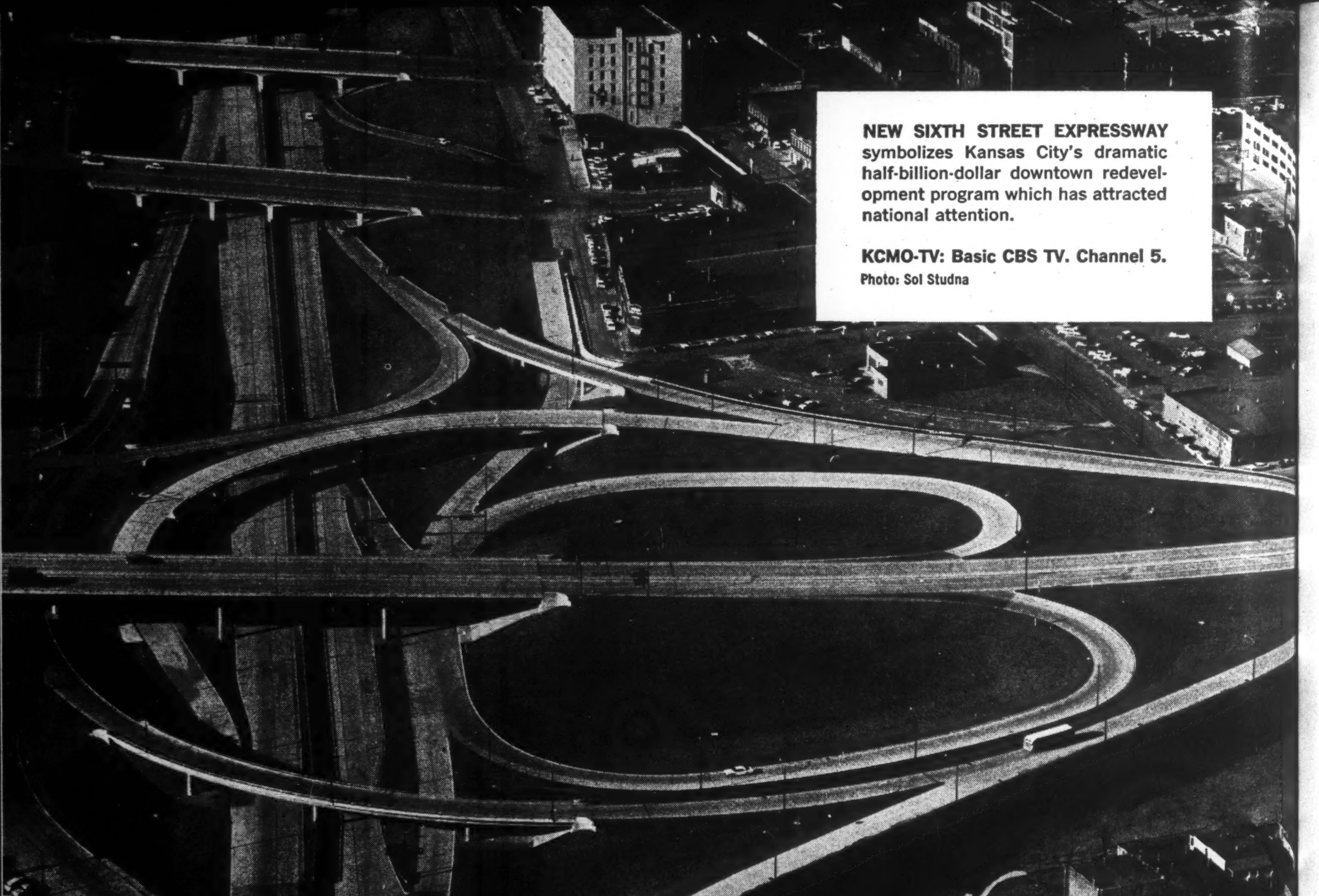
Semi-monthly newsletter titled Views from the Front Office, *has been created by George Vogel, newly-elected Mutual executive vice president, in which he will explain to employes network's operating philosophy and upcoming plans. First memo, to be distributed shortly, is subtitled "One Stop Shopping" and likens local station to department store and network to central buying group for such stores. It points out central buying group (network) provides store (station) with ingredients it requires. Mr. Vogel asks employes to submit ideas for new trademark to replace "world's largest network" to one that will stress "significance" and "impact" of Mutual and points out suggestions will be placed before Mutual Affiliates' Advisory Committee at meeting March 28.*

•

STATUS QUO • Don't look for replacement for James G. Riddell as president of WXYZ-AM-TV Detroit, now that he's been elevated to executive vice president of ABC (effective July 1; see page 80). Plan is to have stations continue operation under John Pival, tv vp, and Harold Neal, radio vp. WXYZ-AM-TV is subsidiary of AB-PT, of which ABC is division.

•

Resignation of Melville Shoe Corp. (Thom McAn shoes), N. Y., account by Ogilvy, Benson & Mather, N. Y., announced Friday. Melville—with 800 nationwide retail shoe outlets—said to bill approximately $900,000—usually on d.j. stations—and was with OB&M for less than four years. Split, effective June 30, said to have stemmed from disagreement on media strategy.



NEW SIXTH STREET EXPRESSWAY symbolizes Kansas City's dramatic half-billion-dollar downtown redevelopment program which has attracted national attention.

KCMO-TV: Basic CBS TV. Channel 5.
Photo: Sol Studna

Everything's up to date in Kansas City

From the downtown renaissance to the suburban building boom, Kansas City races into the future. And—KCMO-TV keeps the city in touch with the pulse of the present and spirit of tomorrow. Outstanding CBS programming, award-winning news, community service.

This is why more people here watch KCMO-TV (say ARB and Nielsen) than any other station. Why sales are up to date in K. C. when you advertise on KCMO-TV. We broadcast at maximum power from the world's tallest self-supported tower—Kansas City's electronic landmark.

KCMO-TV/

Kansas City, Missouri
Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

THE WEEK IN BRIEF

ABN Considers Halt in Operations—Officials say nothing is set yet, however; that number of alternatives are being considered. Network authorities generally doubt more than two radio networks will ultimately survive. Page **31.**

Who's Handling Silf Skin—Grey, Regal differ on which agency is handling new tv campaign. Page **32.**

Frey Report on Tour—Sessions held in four cities, including ANA's west coast meeting at Pebble Beach, Calif. ANA says it will continue to present data on client-agency relationships. Speakers at Pebble Beach throw a few pebbles at tv's window but no big rocks. Page **33.**

Mike Wallace & Madison Ave.—RTES interview session featuring tv performer and broadcast spokesmen turns spotlight on points of issue in time buying arena: triple spotting, package deals, ratings among them. Page **34.**

AAAA Convention Set—Creativity and marketing dominate official program for annual meeting April 24-26, but Frey report is expected to get high billing in background discussions. Page **40.**

Magnuson Bill Would Abolish FCC—New Federal Communications Administration under single administrator envisioned in new bill being drafted. Special appeals court would be included. Idea originates with ex-Sen. Dill, co-author of Radio Act of 1927 and Communications Act of 1934. Page **44.**

Mack, Whiteside, Katzentine Back—Witnesses again face House Oversight committee. Frank Miller, Alfred Barton also testify. Page **46.**

FCC Wants Another Look at Miami Ch. 10—U. S. Court of Appeals asked by Commission to return case for reconsideration. Page **52.**

New FCC Comr. Cross: Man of Savvy—State Dept. official, named by White House to fill Mack vacancy, has wealth of background in communications. Page **54.**

Pluggers Plugged—ASCAP and BMI roughed up in hot-tempered testimony before House and Senate subcommittees. Songwriters charge at Senate hearing that broadcasters, owning BMI, force nation to listen to low-brow rock-and-roll to detriment of ASCAP songs. Unhappy ASCAP member charges at House hearing that small ASCAP "powerhouse" enjoys fat royalties while little fellows get crumbs. Page **56.**

NBC Denies Barrow Contentions—Appearing at second week of FCC hearing on network practices, NBC's top executives make statistical and factual rebuttal to allegations. Page **70.**

CBS-TV in Surprise Split—Jones heads operations of CBS Tv Stations Div., Cowan becomes president of CBS Network Div. Page **78.**

Enter Riddell—AB-PT's Goldenson officially reveals election of WXYZ Detroit head as new overall administrator of broadcast operations. Riddell and AB-PT's Sol Siegel also elected to board. Page **80.**

What Influences D.J. Music Selection—Special survey by BROADCASTING at First Annual Pop Music Disc Jockey Convention shows best seller lists and d.j.'s own music tastes are biggest factor in platter picking. Also, more than 95% say that it makes no difference whether music is ASCAP or BMI. Page **88.**

D.J. Convention Overwhelming Success—Approximately 1,000 disc jockeys among 2,210 registrants at Storz-sponsored convention in Kansas City. Top 40 and formula programming heavily discussed. Page **88.** Columbia Record's Mitch Miller throws musical thunderbolt at practice of programming aimed at 8 to 14-year olds. Page **94.**

They Got It First on Radio-Tv—Regional survey by Michigan State College after three major news breaks discloses that two-thirds of public received first information via broadcasting. Page **98.**

Educational Tv on WOR-TV New York?—RKO Teleradio Pictures Inc. and the New York State Board of Regents reach tentative agreement to utilize WOR-TV New York as an educational tv station during daytime on weekdays and Saturday. Proposal is subject to approval and financing by New York State legislature. Page **102.**

The Top 100 in Spot Tv—TvB lists first 100 advertisers in spot television for 1957 according to investment made in medium. Breakdown of first 25 advertisers by brands shows P&G bought on behalf of 39 brands; Viceroy, Kool, Alka-Seltzer, Maxwell House coffee, Robert Hall Clothes and Zest Beauty Bar are top brand investments. Page **108.**

MR. CHARTOC

Suggestions for Selecting Film Firms—Shepard Chartoc admits picking right production company is difficult, but maintains it needn't be blindman's buff. The Gordon Best Co. vice president offers some guideposts to agencies in this week's MONDAY MEMO. Page **125.**

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The twins like radio with their fun . . . and fun with their radio

That's why WDGY is first* in the Twin Cities . . . and why WDGY billings are at an all-time high. The giraffes are appropriate here because they symbolize WDGY's head-and-shoulders leadership in Minneapolis-St. Paul. It's Storz Station locally-centered programming that does it! Rub shoulders with Blair . . . or tete-a-tete with General Manager Jack Thayer.

* Latest Pulse, all-day average.

WDGY
50,000 watts in
Minneapolis-St. Paul

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Katzentine Further Defends Self Before House Oversight Committee

House Legislative Oversight Subcommittee Friday morning completed questioning of A. Frank Katzentine, losing applicant, in its investigation of FCC grant of ch. 10 Miami to National Airlines (earlier story, page 46). And, during grilling of Col. Katzentine by Rep. John B. Bennett (R-Mich.), congressman charged subcommittee has only "scratched the surface" in developing all facts of case which already has led to resignation of Comr. Richard A. Mack.

Rep. Bennett charge came after subcommittee Chairman Oren Harris (D-Ark.) stated belief Rep. Bennett questioning was repetitious and reminded him other members were waiting to question witness. Michigan Republican countered he had more questions and defended his purposes in asking them. Rep. Harris answered that he had had an hour to "scratch the surface," but told Rep. Bennett he was recognized to "start digging deep. . . ."

Col. Katzentine defended his contacting of several senators as only course remaining open to him to assure FCC decided case on merits. Rep. John Bell Williams (D-Miss.) agreed but Reps. Bennett and Charles A. Wolverton (R-N. J.) accused Col. Katzentine of instigating behind-the-scenes fighting in case. Commenting on FCC move to reopen record, Rep. Wolverton said: "I'm inclined to think . . . they [FCC] may find that the pot is calling the kettle black."

Rep. Wolverton thought Col. Katzentine's admitted offer to help George C. McConnaughey secure 1954 appointment to FCC at time ch. 10 application pending was "grossly improper."

Col. Katzentine defended his actions throughout ch. 10 case and he had obvious backing of some subcommittee members. He denied any "blackmail" involved in move by Miami attorney Thurman A. Whiteside to withdraw support for National. Mr. Whiteside received "not one thing . . . of any sort," Col. Katzentine stated Friday.

Rep. Joseph P. O'Hara (R-Minn.) asked Col. Katzentine if, in light of all testimony, he still contended Comr. Mack's vote was "pledged" for National. Witness replied question was "moot . . . [but] any reasonable analysis of what went on between Mack and Whiteside. . ." would lead to that conclusion.

Rep. Harris Friday expressed concern over "rumors" FCC move to have ch. 10 case returned from Court of Appeals (see page 52) was dodge to escape questioning this week by subcommittee. "They can't get out from under by this action," chairman promised.

Two names in Thursday testimony by Frank W. Miller, Headley-Reed board chairman, Friday denied they talked to Mr. Miller about ch. 10 or played any role whatsoever in case. They were Rep. Joseph Martin (R-Mass.), House minority leader, and Eddie Higgins, administrative assistant to Sen. Theodore Green (D-R. I.).

First witness when hearings resume this morning (Mon.) at 10 a.m. in Caucus Room of Old House Office Bldg. will be Col. G. Gordon Moore, President Eisenhower's brother-in-law. Col. Moore has been accused of "engineering" application for National.

Chairman Harris Friday said he hoped to complete the ch. 10 phase of probe this week.

O'Mahoney, Monroney Offer Bill To Ban Airline Ownership in Tv

Two Democratic senators—Joseph C. O'Mahoney (Wyo.) and A. S. (Mike) Monroney (Okla.)—Friday introduced bill which would prohibit airlines from owning tv station. In joint statement, senators said since FCC plans to re-examine grant of ch. 10 Miami to National Airlines, "it is apparent that Congress also ought to reconsider the matter from the legislative point of view."

Airlines should not be permitted to own tv station because they operate under CAB, while FCC controls broadcasters, senators stated. They continued:

"We think it is absurd for Congress to permit a law to stand under which an airline is eligible to receive a television license. . . . It could easily be that an airline with a television station as its subsidiary could obtain, for example, free advertising for itself which would be altogether unavailable to a competing airline. . . . We [Congress] created both the CAB and the FCC and we should be able by law to eliminate the complexities that have brought about the present absurdity in the National Airlines case."

Bill, as amendment to Sec. 310 of Communications Act, provides that no license for tv station shall be granted or held by airline or any person or corporation controlling airline. "Control" is defined as ownership of more than 30% of voting stock.

Sen. Monroney, chairman of Aviation Subcommittee of Senate Commerce Committee, prior to February 1957 grant to National asked FCC to defer action on decision [GOVERNMENT, Feb. 4, 1957, *et seq.*] Commission refused to do this and made grant in face of opposition of Sens. Monroney, Alan Bible (D-Nev.) and Frederick G. Payne (R-Me.).

Oklahoma senator soon after grant announced plans to introduce anti-airline bill similar to measure placed on Senate floor Friday. He actually had bill drafted but it was never introduced.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

BREWERS DIVVY TAB • Three regional brewers understood signed with NBC-TV to sponsor in their distribution areas one-half of *Major League Baseball* weekly presentations (Sat. 2:30 p.m. to conclusion), starting April 5 and continuing for 26 weeks. Sponsors are Theo. Hamm Brewing Co., through Campbell-Mithun, Minneapolis-St. Paul, for Midwest and Far West; Jackson Brewing Co., New Orleans, through Fitzgerald Adv., New Orleans, for south central and southwest areas, and National Brewing Co., Baltimore, through W. B. Doner Co., Baltimore, for Southeast. NBC-TV trying to line up another beer advertiser for Northeast.

CURTAIN FOR 'MATINEE' • Procter & Gamble, Cincinnati, understood considering dropping sponsorship of NBC-TV's *Matinee Theatre* (Mon.-Fri. 3-4 p.m.) and considering two half-hour serials in same time period. *Matinee Theatre*, network weekday live color tv drama series, would presumably be ended. Benton & Bowles and Compton Adv., N. Y., are agencies.

AFTER THE BOUTS • Bristol-Myers, N. Y., planning to sponsor quarter hour following the fights on NBC-TV Friday nights (10 p.m. to conclusion) with show tentatively titled *Ringside*. Program probably will start April 3. Agency is Doherty, Clifford, Steers & Shenfield, N. Y.

Precision Timing for Columbia

Columbia Pictures Corp., New York, is seeking time at 12:15 a.m. March 27 on as many NBC-TV affiliates as it can in those markets where Columbia has playing dates for "The Bridge on the River Kwai." Reason for unique buy: Columbia seeks tie-in to Oscar awards telecast on the 26th, wants to get local commercial immediately following close of special program. Some 70 markets are reportedly involved. Meanwhile, Columbia's agency, Donahue & Coe, also servicing Loew's is considering using tv to push new Danny Kaye film, "Merry Andrew," instead of routine radio campaign. Reason here: "Andrew" has distinct children's appeal and D&C feels daytime tv spots will pull in vacationing children.

Code Board Meets in D.C.

NAB Tv Code Review Board will meet March 24-25 in Washington, association announced Friday. William B. Quarton, WMT-TV Cedar Rapids, Iowa, is board chairman.

at deadline

NTA'S LANDAU URGES FCC: MORE OPTION TIME

Ely A. Landau, president of NTA Film Network, told FCC Friday at Barrow hearing that temporary answer to allocations problem is extension of option time to four hours per daily segment (instead of three as now)—with "wired" networks limited to one, two or three hours out of the four depending on market's competitive condition.

Commission also heard Wrede Petersmeyer, president of Corinthian stations (J. H. Whitney & Co.), defend multiple ownership of stations and oppose staff recommendation that local ownership be given greater weight than experience in deciding contested cases.

Hearings resume today, with Mrs. Dorothy Scott Bullitt, King stations, as first to testify. Following Mrs. Bullitt will come representatives of Time Inc., Storer, Meredith and Westinghouse multiple owners (see page 70).

Specifically, NTA's chief suggested (1) in three-station markets, network be prohibited from optioning more than three hours; (2) in two-station market, network be banned from optioning more than two hours, and (3) in one-station markets network be prohibited from optioning more than one hour.

Mr. Landau, whose testimony favoring option time came as surprise (most expected NTA to agree with Barrow Report recommendation to prohibit or cut back option hours) held that even film network must have clearance assurances before it can sell programs. He maintained that other program sources in addition to NTA would benefit from arrangement—independent stations, which have great need for program material; film syndicators, package producers, and possibly fourth, fifth or sixth network.

He also disclosed that NTA Film Network plans encompass live sports interconnected hookup this fall, maximum ownership of owned station, filmed weekly news program, cultural, educational programs, and regular affiliation contracts with stations.

Ultimate answer to scarcity of stations problem, Mr. Landau agreed, is more stations. He said he was disciple of W. R. G. Baker, former GE electronics vice president, who believed tv must move to uhf. He suggested stations be permitted simultaneous vhf and uhf operation, predicted transition period to uhf would be less than 10 years.

NTA Film Network is owned jointly by National Telefilm Assoc. and 20th Century-Fox Film Corp.

Multiple owner provides service equal or better than single owner, Mr. Petersmeyer told Commission. Public interest best served by "responsible ownership combined with experienced management and operating personnel who have the interest and capacity to become well integrated into the local community," he said. Multiple owners have resources to improve facilities, can pool experience, exchange ideas—all of which benefits public, Corinthian president said. Duopoly rule (which prohibits one owner from owning more than one station of a kind in same market) prevents any concentration of opinion in community, he held. He also spoke against other recommendations of Barrow staff, including resumption of Avco rule providing "open bidding" on stations up for sale.

Comr. Ford raised question on sale process. He referred to "lengthy and full" processes required to be undergone by applicants in comparative hearing case, and wondered whether whole organization of "due process" is not being negated by virtual *pro forma* transfer approvals. Other commissioners asked whether individual managers or home Corinthian office represent stations in negotiations with networks on affiliation terms (all Corinthian stations are CBS), and in setting editorial policy. Mr. Petersmeyer's answer was that local managers run stations.

Christal Stations Buy Playoff

All 18 radio stations represented by Henry I. Christal Co. will be linked in unique hookup to cover championship basketball game under contract announced Friday. Brown & Williamson Tobacco Co. (through Ted Bates & Co., New York) will sponsor one-half of March 22 National Collegiate Athletic Assn. championship game on all 18 stations, while Gulf Oil Co. (through Young & Rubicam, New York) and H-A hair arranger (through R. Jack Scott Inc., Chicago) will share sponsorship of other half in markets in which they have distribution. The game will be played in Louisville and originated by WHAS there, one of Christal group.

RACKETS PROBE SPECIALS

Catering to community interest, newly-formed Badger Television Network (WISN-TV Milwaukee, WFRV-TV Green Bay and WKOW-TV Madison), starting today (Mon.), will present daily one-hour film show of highlights from Kohler-UAW hearing of Senate rackets investigating committee, John Soell, Hearst Corp. vice president and manager of WISN-TV, said. Program to be aired 11 p.m.-12 midnight, Mon-Fri., for duration of hearings. Films, to be flown in daily from Washington, feature commentary of Clark Mollenhoff.

Suit to Dissolve Lewislor Filed By Lewis, Mismanagement Charged

Tom Lewis, tv-radio vice president of C. J. LaRoche and Co., N. Y., seeks dissolution of Lewislor Films Inc., corporation owned jointly by Mr. Lewis, Loretta Young (his wife) and Robert F. Shewalter, in suit filed in Los Angeles Superior Court. Lewislor produces *Loretta Young Show* on NBC-TV for Procter & Gamble.

Complaint charges that Miss Young and Mr. Shewalter have controlled Lewislor to "complete exclusion" of Mr. Lewis and have been guilty of "persistent mismanagement, abuse of authority and unfairness." Mr. Lewis asserts that corporation had net profits of $19,030 in 1955, $39,178 in 1956 and $37,233 in 1957 but did not declare any dividends.

He states that after his resignation in May 1956 as director and officer of Lewislor at request of Miss Young and Mr. Shewalter, they more than doubled their salaries, which complaint lists as $12,000 in 1955, $14,400 in 1956 and $32,293 in 1957.

WFMF (FM) Gets 10 Days Stay

FCC Friday told WFMF (FM) Chicago that it would hold up enforcing its multiplex order (requiring fm stations to multiplex functional music services after March 1) until 10 days after federal court in Washington rules on station's motion for preliminary injunction. WFMF, which has been battling Commission's multiplex policy, asked court to reverse Commission's 1957 order requiring all fm stations engaging in functional music services to multiplex that service, with March 1 as deadline. FCC had given WFMF to March 15 to ask for waiver of rule.

WDAF's Leeds Godwin Winner

Bill Leeds, WDAF Kansas City newscaster, named winner of NBC Radio's first Earl Godwin Memorial Award, presented annually to NBC-affiliated station newsman who shows "greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story—for NBC Radio. Winner gets six-month leave of absence for service with NBC newsmen overseas as official NBC foreign correspondent. Mr. Leeds' award based on series done inside Leavenworth prison and carried on NBC's *Monitor*.

New RCA Superpower Transmitter

RCA has developed new superpower am radio broadcasting transmitter that permits stations to increase their power to maximum of 750 kw, E. C. Tracy, manager, broadcast and television equipment department, RCA Industrial Electronic Products, reported Friday. Transmitter will be available to stations as soon as FCC revises rules and regulations concerning top limit power of stations [now 50 kw], Mr. Tracy said.

WFBG Asks 5 kw Day on 1290 kc

WFBG Altoona, Pa., asked FCC Friday for permission to move from 1340 kc to 1290 kc and to boost power from 250 w to 5 kw daytime, 1 kw nighttime. Change in frequency and power would be accompanied by move of transmitter to new site between Holidaysburg and Altoona.

FIRST—across the board—four straight months.

FIRST—in most segments of the afternoon and evening for the past year. More audience than any other Philadelphia station, "sign on to sign off." Except that we don't sign off five days a week. And, during our ALL NIGHT SHOW we have ALL the viewers in an area of 8 million people. Join our happy advertisers today. WFIL-TV, the 24-hour station. Blair-TV.

Sources: ARB, March '57-Feb. '58

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Only a ZIV

FABULOUS

"SEA HU

STARRING

LLOYD BRIDGES

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now
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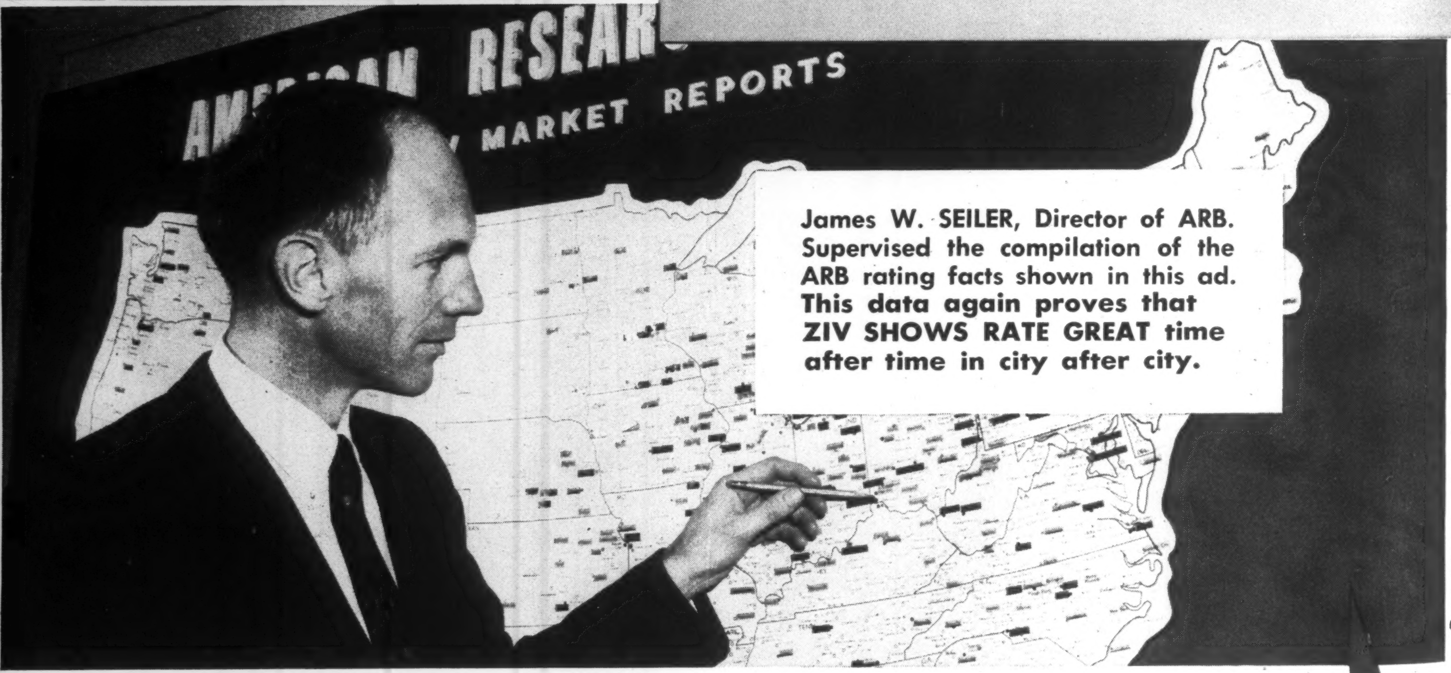


James W. SEILER, Director of ARB. Supervised the compilation of the ARB rating facts shown in this ad. This data again proves that ZIV SHOWS RATE GREAT time after time in city after city.

B
WB
2
Outr
Ed S
Ernie
Ques

2

ZIV'S NEXT BIG RATING WINNER

now shooting at ZIV Studios!

series could win such

FIRST RATINGS!

NT"

in the danger-packed adventures of an ex-Navy frogman . . . now an undersea investigator for hire!

NEW YORK

WCBS-TV 10:30 P.M.

25.3

#1 AMONG ALL SYNDICATED SHOWS
outrating Wagon Train, $64,000 Question, Maverick, Lawrence Welk, Twenty One and others.

ARB Jan. '58

FLASH!

NEW YORK 2nd RATING!

25.8

AGAIN #1 AMONG ALL SYNDICATED SHOWS

ARB Feb. '58

BALTIMORE

WBAL-TV 10:30 pm

25.0

Outrating Studio One, Ed Sullivan, Steve Allen, Ernie Ford, $64,000 Question and others.

ARB Feb. '58

DENVER

KLZ-TV 9:00 pm

22.5

Outrating Groucho Marx, To Tell The Truth, G. E. Theatre, Price Is Right, Wagon Train and others.

ARB Jan. '58

BIRMINGHAM

WBRC-TV 6:30 pm

31.3

Outrating Groucho Marx, Steve Allen, Twenty One, Disneyland, Wagon Train and others.

PULSE Feb. '58

MIAMI

WTVJ-TV 7:00 pm

33.7

Outrating Wyatt Earp, Twenty One, Steve Allen, Phil Silvers, Ed Sullivan and others.

ARB Feb. '58

PITTSBURGH

KDKA-TV 6:30 pm

28.8

Outrating Wagon Train, Kraft Theatre, This Is Your Life, Twenty One, $64,000 Challenge and others.

ARB Feb. '58

SAN FRANCISCO

KRON-TV 7:00 pm

28.0

Outrating competing programs: State Trooper, and Andy Hardy Theatre

SPECIAL ARB RATING Feb. '58

HOW GREAT CAN A SHOW RATE THE FIRST TIME ON TV?

Your answer is right here . . . in these SEA HUNT first ratings . . . proof from an impartial source that ZIV delivers high ratings fast! Make your next TV show a ZIV show and enjoy that happy sponsor feeling.

TARGET

IT'S THE HOT, HOT, HOT NEW SHOW OF '58!

Pat O'Brien, Cesar Romero, Howard Duff, Bonita Granville, Steve McNally, John Ireland, Lola Albright, David Brian, Kent Taylor, Gene Barry, Hans Conried and many more stars on exciting ACTION impact shows on Target!

WITH ADOLPHE MENJOU HOST

ZIV Television

Dominating

A BILLION
DOLLAR
3 STATE
MARKET AREA

CHANNEL 3 KTBS-TV

ARB Nov. '57 Metro Shreveport
Survey proves it

DOMINATING

Morning, Afternoon
and Night time
in quarter-hours rated

DOMINATING

7 days a week . . .
leading in 54% of all
quarter hours rated

CHANNEL 3 KTBS-TV

The Biggest Show on Earth

SHREVEPORT, LOUISIANA
KTBS - dominates a 3 state
Billion Dollar Market — East
Texas, North Louisiana and
South Arkansas — Heart of
the Industrial Gulf South.

E. NEWTON WRAY,
President and Gen'l Mgr.

NBC ABC

Ask your PETRY man

Perspective: '58

EDITOR:

Your news survey in the Feb. 24 issue was great—certainly the best statistical study of news we have ever had. I thought stations were making money out of news but I didn't think the "take" was as big as your study revealed. I am sure news directors are happy to have these figures. I spent an entire session of my graduate course in radio-tv news operations going over the findings. Would it be possible to obtain more copies of the survey?

Baskett Mosse
Medill School of Journalism
Northwestern U., Evanston, Ill.

[EDITOR'S NOTE: Four copies of the Feb. 24 "Perspective '58" issue have been sent to Mr. Mosse.]

EDITOR:

Your issue of Feb. 24 is extremely interesting from the standpoint of facts and figures for a research department. I know I'm going to want to refer to it frequently.

Earl Timmons
Research Director
Stromberger, LaVene, McKenzie Adv.
Los Angeles

How to Get Right Answer

EDITOR:

. . . It's annoying to note that in the majority if not all the surveys that are taken by newspapers to play down the power of radio advertising, they quote only those influenced in buying certain products as advertised in newspapers, on television and radio. Since newspapers get the lion's share of the advertising dollar they naturally can point out impressive figures, BUT they never indicate that radio receives only 6% of the advertising dollar against approximately 43% spent in newspapers. . . .

Frank A. Sause
President
Frank A. Sause Enterprises
Glens Falls, N. Y.

Not THE Conelrad

EDITOR:

. . . May I point out that a story, "Conelrad Storm System Launched" [GOVERNMENT, March 3], might well be misinterpreted. The story states, "A report on the tornado at Hosston, La., activated Conelrad, which was activated through the facilities of KWKH Shreveport."

Of course Conelrad was not activated. In our language when Conelrad is activated it means that those stations with emergency assignments convert to 640 or 1240 kc while stations without emergency assignments and fm and tv go off the air.

. . . The fact that the 1000-cycle tone used in connection with Conelrad to activate Conelrad receivers in key warning places is used to precede weather warnings does not mean that stations either in cluster or on-off will operate on Conelrad frequencies.

You and I know that. So does the FCC and the Weather Bureau. But it seems that a whale of a lot of news writers don't know it. Consequently we have a befuddled public plus wondering civil defense directors.

J. N. (Bill) Bailey
Acting Director, Education Office
Olney (Md.) Regional Office
Federal Civil Defense Administration

First Step

EDITOR:

My very first step toward going into the radio business was a letter to your very fine magazine back in May 1955 requesting subscription and all the information possible on "small town radio." I read every issue avidly and completely. I would not now be on the verge of going on the air without your excellent magazine.

Joseph M. Grollman
Owner
WAZA Bainbridge, Ga.

Baker's Dozen

EDITOR:

I have dreamed up my own "Definitions of Tv Terms":

Dissolve—Sudden disappearance of director after blowing live spot.
Matched Dissolve—Sudden disappearance of producer *and* director after blowing live spot.
Standby—Command used to call the attention of the crew to watch academy leader on the air monitor, usually when live cut-in show is on.
A Take—This term denotes director has put wrong camera on the air. It is done electronically.
Double Take—The reaction of the director after a "Take."
Ready One—This is the signal for camera two to be put on the air.
Superimposition—Director can't make up his mind which camera he wants.
Credits—List of personnel fired last week.
Remote—The possibility of a client renewing.
Musical Bridge—Audio man is in the men's room.
Cigarettes—Something used in lieu of a script.
Agency Man—A person who, 10 minutes before air time, comes in and says, "Well, what have we got for tonight?". (most likely found in markets with population under 100,000).
Boom—Something general managers have a tendency to lower, usually mistakenly referred to as a piece of studio equipment.

Gerald R. Baker
Production Manager
KELP-TV El Paso

Big Mag on Campus

EDITOR:

Here are orders for 12 one-year subscriptions. Start immediately.

University Bookstore
University of Southern California
Los Angeles 7, Calif.

In the Syracuse Market

WSYR COVERS
*80% MORE RADIO HOMES
Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually. There's another . . . even more important . . . reason why WSYR is far and away the leading station in one of America's truly important markets:

Quality Programming Delivers The Responsive Audience

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

**Nielsen Coverage Service No. 2*

Represented Nationally By

THE HENRY I. CHRISTAL COMPANY

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

TWO
EN

GRAND MARCH

Just look at this calendar of stars appearing this month on The Late Show!

This month, any month, you won't find anywhere a greater galaxy of stars in so many box-office hits as appear night after night on television's most famous feature film program. For WCBS-TV's vast library from M-G-M, Warner Brothers, 20th Century-Fox, United Artists and Columbia has more major-studio releases than are programmed by New York's six other channels combined!

The Late Show audience, an average of 1,320,000 viewers nightly, is assured of top entertainment every time (not just an occasional good picture, or one repeated several nights a week). No wonder Nielsen, the only four-week rating service, finds The Late Show far ahead not only as New York's favorite late-evening entertainment but also as the area's most popular multi-weekly feature film program series.

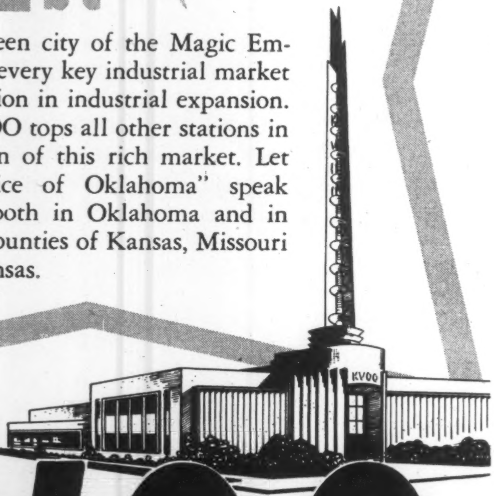
Right now, at television's peak viewing season, here's a unique opportunity for you to reach bigger New York audiences at lower cost-per-thousand on The Late Show. Contact CBS Television Spot Sales today.

WCBS TV

CBS Owned—Channel 2 in New York—Represented by CBS Television Spot Sales

1st

Tulsa, queen city of the Magic Empire, tops every key industrial market in the nation in industrial expansion. And KVOO tops all other stations in penetration of this rich market. Let "The Voice of Oklahoma" speak for *you,* both in Oklahoma and in "bonus" counties of Kansas, Missouri and Arkansas.



KVOO
TULSA

The only station covering all of Oklahoma's No. 1 Market
Broadcast Center • 37th & Peoria

HAROLD C. STUART
President

GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.

1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

UPCOMING

March 19-21: Electronic Industries Assn., spring conference, Statler Hotel, Washington.

March 28-30: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

March 31-April 2: American Institute of Electrical Engineers, southwest district meeting, Mayo Hotel, Tulsa.

April

April 1: American Society of Composers, Authors & Publishers, 44th annual membership dinner, Waldorf-Astoria, New York.

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers, conference & electronic show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Conference on Enlightened Public Opinion, Boston U.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 19-20: Oklahoma AP Broadcasters, Western Hills Lodge, Wagoner.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 9: Radio-Tv Guild Industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

ODD MAN OUT

THE LAVENDER HILL MOB

THE RED SHOES

IN WHICH WE SERVE • CAESAR AND CLEOPATRA

THE PROMOTER

ADAM AND EVALYN

ISLAND RESCUE

THE MIKADO

THE MAN IN GRAY

THE BLUE LAGOON

IVORY HUNTER

TIGHT LITTLE ISLAND

WHITE CORRIDORS

CLOUDED YELLOW

THE NOTORIOUS GENTLEMAN

THE MADONNA OF THE SEVEN MOONS

STAIRWAY TO HEAVEN

THE IMPORTANCE OF BEING EARNEST

THE WOMAN IN QUESTION

GALAXY 20

Brightest Stars

including Alec Guinness, called by the Saturday Evening Post, "odds-on candidate for this year's Oscar"... Rex Harrison and Stanley Holloway all America wanted to see in "My Fair Lady"... Vivien Leigh, Stewart Granger, Kim Hunter, David Niven, James Mason, and others in the same orbit.

Most Brilliant Features Package

20 great pictures — every one an outstanding production which has won out-of-this-world critical raves. Drama... Comedy... Mystery... Romance... Suspense ... Musical... Adventure.

This One is a Buy

from Bangor to Butte, and across the nation. "Has what it takes for local box-office" [illegible] the way Variety put it.

This package is going to move with the speed of light... Don't delay your reservation. Call or wire immediately.

..Alec Guinness.........Vivien Leigh.........Rex Harrison.........Lilli Palmer........Claude Rains.........Moira Shearer........James Mason......

ABC FILM SYNDICATION, Inc. / 1501 Broadway, N.Y. 36 / LAckawanna 4-5050

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

MRS. McTHING

NBC-TV's *Omnibus* program continued its high-level quality of dramatic presentation with its performance of *Mrs. McThing,* which won critical acclaim on Broadway several years back. The play posed a challenge to the producer to capture the spirit of fantasy. Within the limitations of time and the medium itself, the presentation was a highly creditable one.

The plot centers on a boy who runs away to join some gangsters and is replaced in his home by a witch's stick. What ensues is broad farce and delicate fantasy. It must be acknowledged that at times the viewer's credulity was stretched. But there were so many moments of sheer delight that certain interludes of confusion and exaggeration could be pardoned.

The cast was uniformly excellent, including many of the players who were featured in the Broadway play. Young Eddie Hodges was masterful in the dual role of a normal youngster and a boresome dandy. Helen Hayes, Sam Levene, Iggie Wolfington, Irwin Corey and Minnette Barrett turned in highly commendable characterizations.

Production costs: $60,000.

Sponsored by Aluminum Ltd. through J. Walter Thompson Co. and Union Carbide Corp. through J. M. Mathes Inc. on NBC-TV on March 9, 4-5:30 p.m.

Executive producer: Robert Saudek; master of ceremonies: Alistair Cooke; writen by: Mary Chase; television adaptation: Walter Kerr; produced by: Robert Saudek Assoc.

Cast: Helen Hayes, Eddie Hodges, Sam Levene, Alexandra Wager, Ruth McDevitt, Iggie Wolfington, Irwin Corey, Minnette Barrett.

BETTY WHITE SHOW

The versatile Miss White is served well by her format of live sketches. The half-hour potpourri makes good use not only of the adaptable star but of such guest talent as Wednesday's Billy DeWolfe and others.

Miss White was funny as a wacky airline stewardess last week and again in the straight-girl role of a domestic situation. But somehow, she's even more fun when she reverts to Betty White, that true child of the medium and one who is on excellent terms with the camera. Her production-number songs were last week's high point, and the mood held up well during the closing polka with Lawrence Welk, the Chrysler showman, who was willing to step out of the studio audience for a whirl with the Plymouth star.

Production costs: $35,000.

Sponsored on ABC-TV Wed., March 12, by Plymouth Motor Div. of Chrysler Corp. through Grant Adv.

Stars: Betty White, John Jacobs (other member of cast).

Announcer: Tom Kennedy.

Producer: Don Fedderson; executive producer: Fred Henry; director: James V. Kern; musical director: Frank De Vol; associate producer: George Tibbles; writers: Mr. Tibbles, Si Rose, Seeman Jacobs.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

March 18, 25 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

March 20 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

March 17, 24 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

March 18, 21, 25, 26 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

March 18 (8-9 p.m.) *Eddie Fisher-George Gobel,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

March 19, 26 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

March 20 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

March 20 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

March 22 (8-9 p.m.) *Perry Como Show* participating sponsors.

March 22 10:30-11 p.m.) *Your Hit Parade,* Toni through North Adv. and American Tobacco through BBDO.

March 23 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound Corp. through Grey Adv.

March 23 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

March 24 (9:30-11 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

March 25 (8-9 p.m.) *George Gobel-Eddie Fisher,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Here Are Three Good Reasons Why WINN IS FIRST IN THE LOUISVILLE MARKET

Presented by GLEN A. HARMON, Vice President and General Manager

WINN

FIRST 9 am – 12 noon

Bill Gerson

FIRST 12 noon – 3 pm

Joe Cox

FIRST 3 pm – 6 pm

Johnny Martin

The most recent surveys have shown these three outstanding radio personalities to be FIRST IN EVERY QUARTER HOUR PERIOD FROM 9 AM through 6 PM, MONDAY THROUGH FRIDAY in this important Louisville Market.

WINN GIVES YOU THIS MARKET'S LOWEST COST PER 1,000

SEE YOUR NEAREST AVERY KNODEL MAN.

COLOR RADIO sells the new carriage trade

KFWB

7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB COLOR RADIO, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

NATIONAL REPRESENTATIVES: JOHN BLAIR & Co.
President and General Manager: Robert M. Purcell

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING	$7.00
☐ 52 weekly issues and Yearbook Number	11.00

☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

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BROADCASTING*
TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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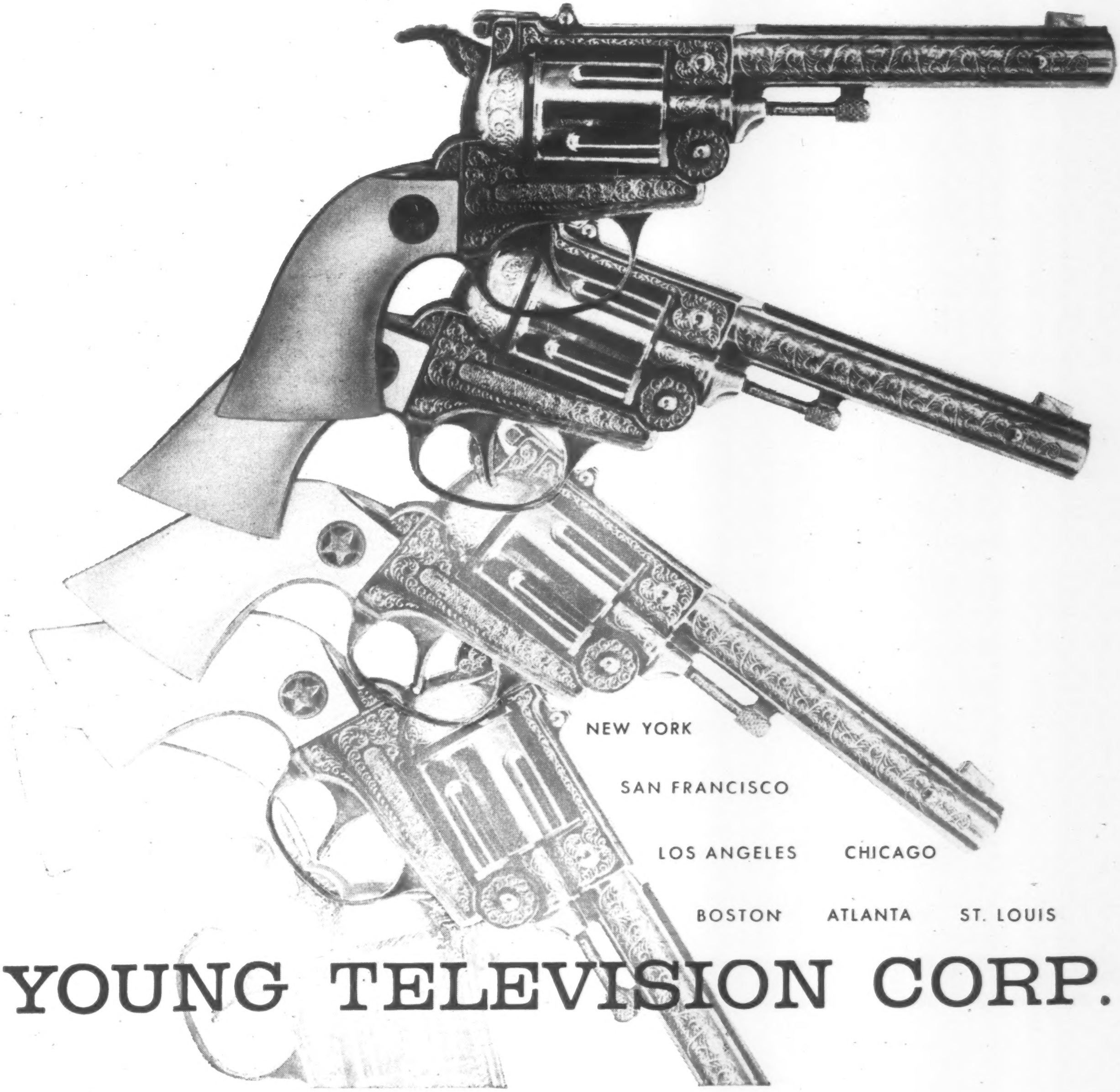
in Billings, Montana
KGHL-TV

N. B. C.'s brand new affiliate covering one of the West's truly fabulous markets. Only KGHL-TV can offer maximum coverage of this rich area with its new RCA traveling-wave antenna (first in the country). Prime availabilities are open now! Broadcasting begins March 15th.



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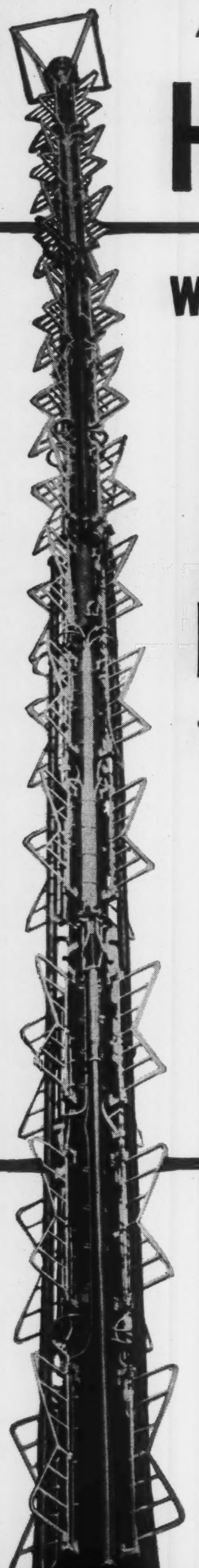
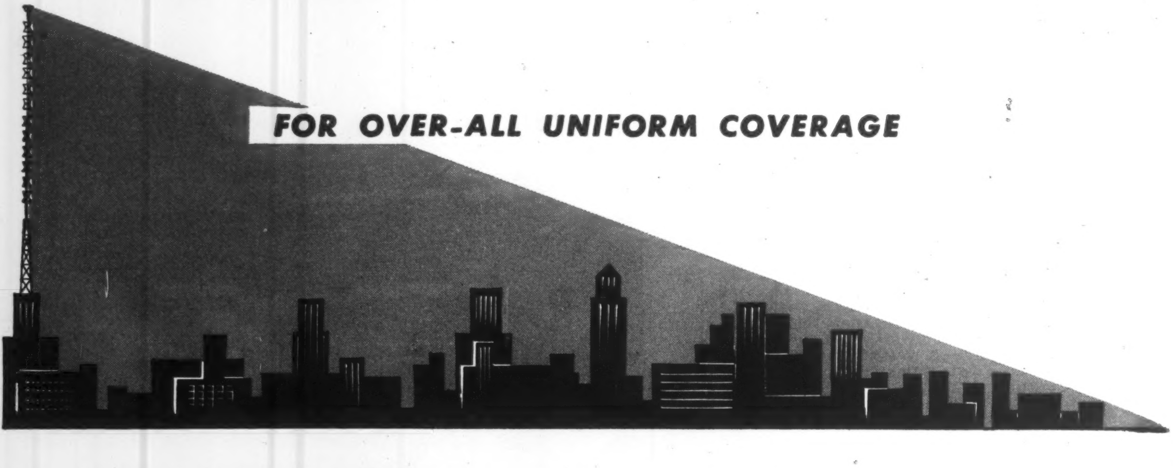


ASSURING THE MOST FOR

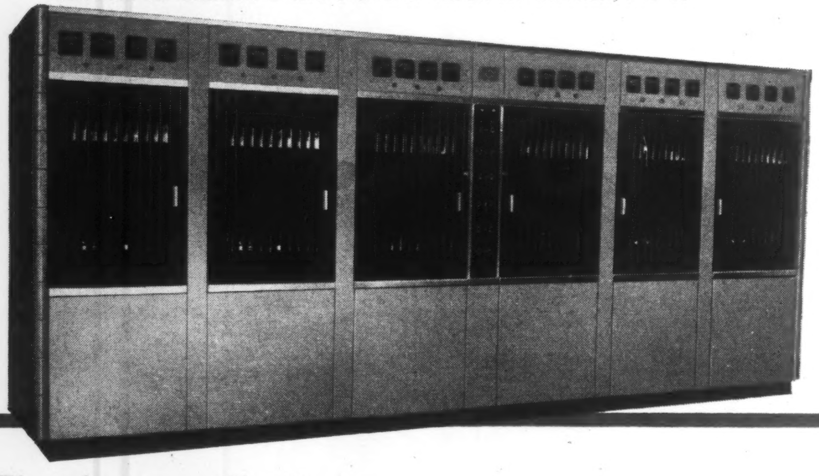
How to Get Coverage

with RCA Transmitter-Antenna Combinations



10 KW TRANSMITTER with 12-Section Antenna

An RCA TT-10AL Transmitter for low-channel operation, used with a TF-12AL Antenna for channels 2 and 3 or a TF-12AM for channels 4 to 6.



The above combination assures:

More uniform coverage . . . without wasting it.
Low operating cost.
Minimum space requirements.

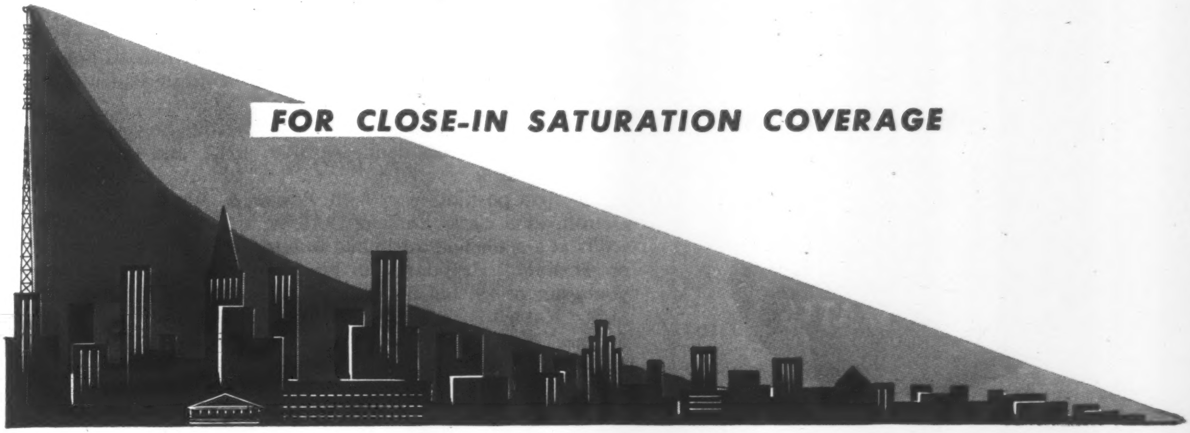
Other combinations:

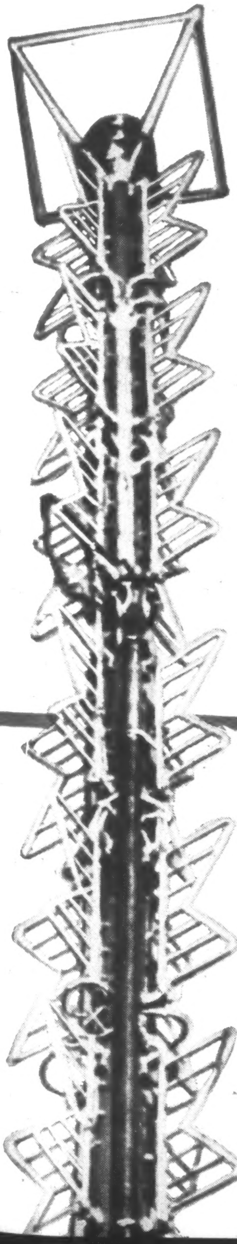
In locations where ERP is limited by antenna height, a number of combinations can be provided utilizing RCA Transmitters with powers from 2 KW to 25 KW and RCA Antennas with gains from 3 to 12.

YOUR EQUIPMENT DOLLAR

Where It Counts!

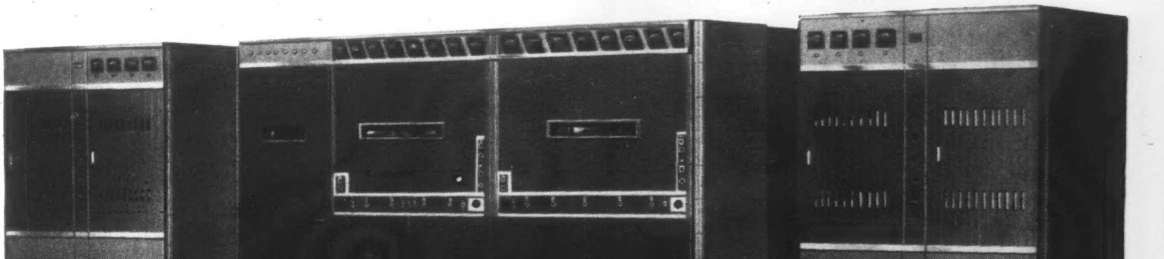
for Maximum Power . . . LOW BAND





25 KW TRANSMITTER with 6-Section Antenna

An RCA TT-25CL Transmitter for low-channel operation used with a TF-6AL Antenna for channels 2 and 3 or a TF-6BM for channels 4 to 6.



The above combination assures:

Close-in saturation coverage.
Low operating cost.
Reserve power . . . extended tube life.

Whether for low-band or high-band operation, RCA Transmitter-Antenna combinations are available to suit your requirements.
Ask your RCA Representative. In Canada: RCA VICTOR Company Limited, Montreal.

Tmk(s) ®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in
(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
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*** 17 Central Michigan counties with $1,696,356,000 spendable income.**

WILS
music news sports

71

OUR RESPECTS

to James Gilmour Riddell

JAMES G. RIDDELL, who was elected executive vice president of the American Broadcasting Co. last week (see NETWORKS), is looking forward to the challenge of his new responsibilities—but has one understandable misgiving: he is sory to leave Detroit after more than 35 years of residence there.

His affinity for Detroit, no doubt, stems in part from the successful career he carved for himself at WXYZ-AM-FM-TV Detroit. He joined WXYZ in 1931 as an office boy and rose through a series of promotions to president and general manager of the radio and tv stations in 1950. His entire broadcasting career, to date, has been with the WXYZ organization.

Mr. Riddell is an adopted son of Detroit, however. James Gilmour Riddell was born in Glasgow, Scotland, April 8, 1912, and moved to Detroit with his family when he was 9.

His first position was with Prince & Whitely, a stock brokerage company in Detroit, as a clerk. Late in 1931, he started as an office boy at WXYZ and today scoffs at a statement attributed to him that at the time "a radio career was uppermost in his mind." He points out his first job was that of a beginner, appropriate for a youngster of 19, but he became enthralled with the business as time progressed.

Mr. Riddell is a medium-size, stockily-built man with a friendly and down-to-earth manner. His associates regard him as an individual "with no frills," who knows how to get things done by delegating responsibility.

This approach apparently has been effective for Mr. Riddell personally and for the WXYZ outlets. He confides he is hazy about the dates of his own jobs at the stations but he advanced from office boy to traffic clerk, traffic manager, assistant sales manager and sales manager. He recalls that in 1946 he was appointed general manager and in 1950 was elected president and general manager of WXYZ Inc.

There is little doubt that both Mr. Riddell's business acumen and the highly successful operation of the Detroit stations played a significant role in his election to the post of executive vice president of ABC. WXYZ-AM-FM-TV are considered by many to be the front-running stations in American Broadcasting-Paramount Theatres, the parent company, and enjoy a highly creditable standing in the Detroit community.

MR. RIDDELL, who was elected simultaneously to the AB-PT board, will assume his new duties officially July 1 and in the meantime he will commute between Detroit and New York. During this transition period, he hopes to give considerable thought to the direction AB-PT's broadcasting activities will take, particularly operations of American Broadcasting Network and the owned radio stations.

Mr. Riddell realizes that he faces a formidable task in attempting to place the radio network on a profitable basis but he is not dismayed. He believes owned radio stations' operations can be improved and observes that with many of the outlets under newly-appointed general managers, the prospects are bright.

As the chief executive officer for ABC's broadcasting operations, Mr. Riddell is responsible only to Leonard Goldenson, president of AB-PT. Mr. Riddell believes the formula to success is "good organization" and plans to exert his efforts toward this end at ABC. Though the radio and tv networks and the owned radio and tv stations will continue as autonomous units, Mr. Riddell will serve as the planner at times; at other times, as the catalyst to give a new project a push.

Mr. Riddell looks upon ABC's television operation as a sound one. Between now and July 1, therefore, he will concentrate his efforts mainly on radio (in addition to tending the shop at the WXYZ stations). But he acknowledges he has no concrete plans in mind. At WXYZ, he remarked, the station has achieved excellent results with programming stressing local personalities, five-minute newscasts and public service broadcasting tied to community needs. He revealed that the WXYZ approach to community service relies on spot messages, rather than 15-minute or half-hour shows spotlighting a particular civic or charitable organization. He realizes the WXYZ pattern may not be so effective at other owned radio stations, but he hopes to have other o&o managers visit Detroit and observe the operation.

It is obvious that Mr. Riddell likes golf. He is a member of the Oakland Hills (Mich.) Country Club, governor of the Detroit District Golf Assn. and currently is serving a second term as president of the Red Run Golf Club. He confesses to having a low handicap of four. He is chairman of the radio-television committee of Crusade for Freedom (Radio Free Europe), and a member of the Radio & Television Executives Society, the Detroit Athletic Club, the Variety Club, the Radio Pioneers Club and the Junior Achievement Advisory Board.

He married the former Fadellis Bradley of Detroit in 1936. They live in Birmingham, with their two daughters—Suzanne, 18, and Sandra, 12.

Omaha ARB* Proves KETV...

FIRST again...in quarter hours when all 3 Omaha stations compete!

KETV	114½
STATION A	111½
STATION B	86

FIRST... in share of audience, 6 PM — Midnight, Monday thru Friday!

KETV	33.6
STATION A	33.4
STATION B	33.0

In this vital nighttime period KETV soared from third to FIRST place in less than 90 days!

Moreover, from sign on to sign off, seven days a week, KETV increased its share of audience 2.1% while station A increased 1.9% and station B lost 3.0%.

Here is additional evidence of KETV's growing stature and larger audience. Advertisers are buying KETV with confidence that they can receive maximum audience at lowest cost per thousand.

Call your H-R man for choice availabilities.

*Metropolitan Omaha ARB, Feb. 1958

KETV channel **7**

basic abc

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.

TELLER
BANK BOOK
E6

"it's like money in the bank"

Your campaigns on the Elliot stations are like money in the bank — they draw a lot of interest, and what's more win you more listeners per dollar than you can get on any other station in Akron or Providence Greater Metropolitan Area.

And we don't stop there. Our merchandising program helps you convert these extra listeners into customers.

We can give our advertisers more because we give our listeners more — more music . . . more news . . . more often.

If you'd like to know more, ask to see the new color film on the Elliot stations. A note to us, or to Avery-Knodel is all it takes.

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE
AKRON, OHIO

THE ELLIOT STATIONS
GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.
WICE

IN PUBLIC INTEREST

GIFT TO FARM CENTER • WNBF-AM-FM-TV Binghamton, N. Y., contributed more than $25,000 to the new Broome County Farm, Home and 4-H Center Feb. 28. The donation will provide broadcasting facilities and other non-broadcast equipment to enable the farmers of the region to benefit from experiments and classes conducted at the center.

BILL BANS KNIFE • WMGM New York was credited with a share of the support for a new law banning the manufacture, sale and possession of a type of knife whose blade slides out of the handle when a button is pushed and which has been used in a number of crimes of violence by teen-agers. Gov. Averell Harriman signed the new bill in Albany last week. For two months WMGM has conducted an around-the-clock campaign to secure postcard support for the legislation. New York Supreme Court Justice John E. Cone, chairman of the Committee to Ban Teen Age Weapons, praised WMGM's contribution.

BIDS RISE • KRNT-TV Des Moines raised $1,960 for the March of Dimes through auctions during January. Daily telephone auctions were featured on a noontime show for two weeks when one item a day was sold. A special auction Jan. 26 offered two used cars plus other merchandise during a 25-minute live show produced and emceed by d.j. Bill Riley.

MILESTONES

► Edward Stockmar, assistant tv sales director at NBC Central Div., marked 30th anniversary with network Feb. 15.

► WWJ-TV Detroit observed its 11th anniversary Mar. 4.

► WADC Akron is broadcasting *Blooming Bill* from Dettling Brothers Seed Store for 30th year.

► CHUM Toronto Executive Vice President Phil Stone started his 10th year with CHUM Feb. 1.

► WSOC Charlotte, N. C., commended five employes who completed long service. Awards went to Byron Smith, 20 years, and Charles M. Marshall, Ralph Monaghan, Odell Hartis and Charlie Whitley, all 10 years.

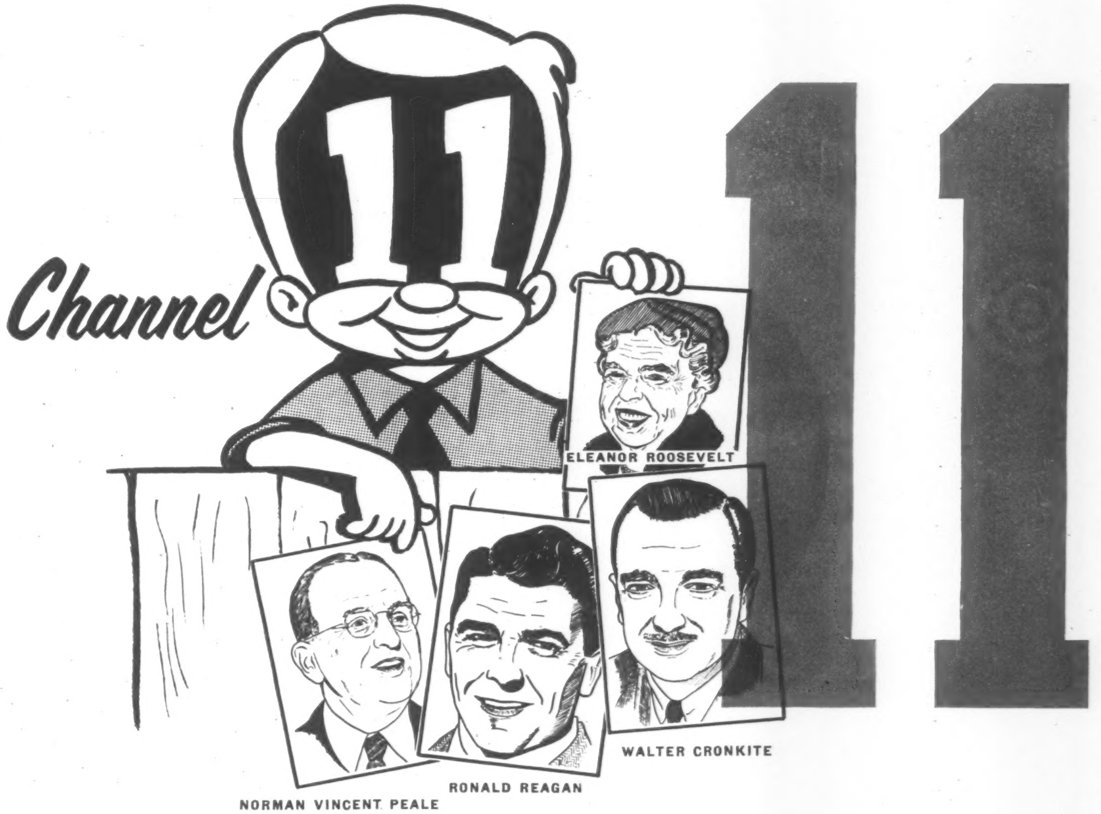
► KNUZ Houston was 10 years old Feb. 18.

► Pierre Crenesse, war correspondent and radio commentator, 10th anniversary as Director of French Broadcasting System in North America.

► WLOB Portland, Me., observed first birthday Feb. 2.

► WDRC Hartford, one of first Esso outlets, has started 20th year of news from *The Esso Reporter*.

Louisville's FOREMOST and BEST KNOWN FIGURE



WHAS-TV's Channel 11 figure is a standout, distinctively personalizing the outstanding station in the Louisville market. At a glance, he means entertainment at its best.

For instance, he reminds viewers that WHAS-TV's popular 6:00-6:15 p.m., Monday through Friday "Small Talk" talks to big talkers . . . guests such as Billy Graham, Eddie Arcaro, Ralph Bunche and J. C. Penney.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

FOREMOST in Service— BEST in Entertainment!

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

PICK
YOUR SPOT
AMONG THE STARS
IN
WASHINGTON
!

WRC-TV has a spot for you beside the biggest stars in all television. During the prime "AA" nighttime hours, when audiences are greatest and interest at a peak, your spot shares the limelight with big network name-stars—at spot's low, low cost.

And on WRC-TV, you're assured of big audiences every night of the week, all week long. In this prime evening time, WRC-TV has an NSI average rating of 22.8, the highest in the entire Washington area!*

A select few of these spots among the stars on Washington's Number One Station* are now available. WRC-TV or your NBC Spot Sales representative will gladly help you plan a schedule immediately.

*NSI Report—Washington, D. C. Area—November 1957

WRC-TV•4

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 11 **MARCH 17, 1958**

IS ABN ABOUT TO PULL THE PLUG?

● Crisis at ABC's radio network points up problems of three others

● Network officials themselves wonder if more than two can survive

Top officials of ABC were wrestling last week with the temptation to give up the radio network business.

It was not the first time that the leadership of a radio network had come to grips with this ultimate means of getting out from under heavy financial losses—in this case reported to be running at a rate of about $4 million a year. Nor was network abandonment the only escape hatch ABC was examining. It was the most extreme.

To widely circulating reports that the ABC Division might take its ABN radio network out of operation, Leonard H. Goldenson, president of the parent AB-PT as well as ABC, replied that there was nothing to the reports "at this stage of the game." He said a number of plans were being considered, including the proposal for conversion to a press association type of operation [AT DEADLINE, March 10]. But no decisions had been reached, he asserted, and he said he could not predict when they might be.

From other sources it was learned that at a meeting in New York early last week top ABC officials came close to pulling the plug on radio networking. A proposal was seriously considered to send a delegation of high ABC executives to Washington at midweek to advise the FCC of ABC's intentions. This extreme measure was finally voted down until more study could be given the situation.

The series of crisis meetings that engaged the top executives of AP-PT and its ABC Division did more than point up the likelihood of changes in the ABN network. It also dramatized the apparently deepening pessimism with which the future of today's radio networks is regarded—by men whose business is to operate radio networks.

Network officials, for the record, are optimistic about the outlook for their respective organizations. But there's scarcely a one who has not said privately that he doubts all four can continue indefinitely—and many think that ultimately only two will survive. None will concede that his own may be the first to go.

The reason for this bleak outlook is simple. It is no secret that the radio networks are losing money—millions of dollars a year.

Mutual, which now is an operation drastically different from the three others, claimed to have edged over into the black late last year and after a first-of-the-year downswing is reported to be moving back toward the black again. No other network pretends to make that statement. They're all losing money and they say so.

Less than two weeks ago, Mr. Goldenson testified at the FCC's hearings on the Barrow Report that the ABN radio network was running at a deficit—subsidized by income from owned-and-operated stations. In the same proceeding Dr. Frank Stanton, president of CBS Inc., testified that the CBS radio network was in the same fix, dependent upon o&o revenues to offset losses from networking. Pointing up the extent to which this is true, Dr. Stanton said that where the o&o radio stations represented 55% of the radio division's income in 1954, they accounted for 122% in 1957 [LEAD STORY, March 10].

NBC also is losing money on its radio network—but not as much now as a few years ago, its officials claim. In 1955 its loss for the 12 months was estimated at $2 million. President Robert W. Sarnoff testified, last week, also in the Barrow hearings, that the radio network had been in the red since 1952. Like CBS and ABC—but unlike Mutual—NBC has owned radio stations to help recoup the network losses.

Except for ABN, where such predictions would be meaningless until the future form of operation has been decided upon, the operators of networks doggedly display a chins-up attitude about their own prospects.

NBC authorities report that especially within the past year the NBC radio network has gained "dramatically," and they look for this movement to continue. They say the network is not lagging at all behind their timetable for reaching a profit position, but they have not disclosed details of this timetable beyond saying that profits are in sight.

At CBS Radio there is similar optimism. This network, too, has been moving upward for about a year, authorities report, noting that the fourth quarter of 1957 was the best for that period in years. They also expect the gains to continue.

Mutual differs from the other networks

■ DARK DECADE

The clearest measure of the dilemma facing radio networks is the record of their time sales in the past 10 years. The biggest annual sales volume in network history was recorded in 1948. From then on, television boomed, network radio skidded. In 1956, radio network time sales hit bottom with a volume only one-third that of 1948. Sales in 1957 turned up slightly but not enough to pull the profit-and-loss curve out of the red.

Year	Network Time Sales*	Percent Change From Previous Year
1948	**$133,723,098**	**+ 4.5**
1949	**128,903,467**	**— 3.6**
1950	**124,633,089**	**— 3.3**
1951	**113,984,000**	**— 8.5**
1952	**102,528,000**	**—10.0**
1953	**92,865,000**	**— 9.4**
1954	**78,917,000**	**—15.0**
1955	**60,268,000**	**—23.6**
1956	**44,839,000**	**—25.6**
1957**	**49,232,000**	**+ 9.8**

*After all frequency and promotional discounts but before commissions to advertising agencies, sales representatives, etc.

**Figures for 1957 are BROADCASTING estimates. All others are official FCC reports.

in both programming concept and relationships with affiliates. Unlike the others, it has no owned stations to rely on for extra income. But its officials also profess confidence; some go so far as to doubt that any network will survive which does not operate basically as a "service network." On this concept Mutual stresses news, music and special events, and is planning shortly to set up a "special services department" which would provide special programs to individual stations on their request—interviews with national figures on questions of local interest, for example.

Yet in the face of all this optimism the feeling persisted—among most of the same people—that in the long run probably no more than two radio networks would survive.

A key official of one network felt that although two networks might drop by the wayside, the result would be better network radio service. With two networks fighting aggressively for business, he reasoned, each would have more income than any of the four has now. The greater income would mean better program service and in time would enable the networks to raise their rates, forget about off-card deals and, he hoped, quit selling quickie spots.

Television Blamed

This executive thought the emergence of three television networks was a strong contributing factor to the likelihood, in his opinion, that two of today's four radio networks would eventually drop out. Conversely, he thought that four rather than three networks could be supported in tv.

A top executive at another network, while agreeing that the survival of more than two networks was unlikely, thought nevertheless that the demise of even one would be "unfortunate." In his view, the more salesmen there are grubbing for business, the more excitement they will generate for network radio as a whole.

Another felt that some dropouts would be inevitable in the current climate of network selling. "Getting money by cutting rates accomplishes nothing," he asserted. He ventured that ultimately "it will probably narrow down to two aggressive networks."

At ABN the only thing certain was the uncertainty about what would be done. Dissolution of the network—or, preferably, sale of the network or assignment of whatever advertising contracts are assignable—was only one of the possibilities being considered. Aside from the press association type of operation, there was some feeling that a reversion to the sort of programming of a few years ago—music, news, variety, daytime dramas, etc., but on a tighter, more economical basis—might provide a workable solution.

It was known that ABN President Robert E. Eastman had distilled the press associa-

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ADVERTISERS & AGENCIES

SILF SKIN IN TWO-WAY STRETCH

- **Grey, Regal differ on which agency is handling tv campaign**
- **Girdle firm's President Reiner admits he's 'equally confused'**

There was doubt last week as to which of two agencies is in charge of placing the first "million dollar tv spot campaign" for Silf Skin Inc., a New York girdle maker. The agencies are Grey Adv. and Regal Adv., both New York, with the latter not an agency in the usual meaning but, according to its principals, "a timebuying organization."

The "sponsor" is Garson Reiner. He is head of an exclusive "sales organization" marketing Silf Skins. He also is president of Exquisite Form Brassiere Inc., another Grey client which also uses Regal. Mr. Reiner said he also has an "interest" in Regal Adv.

The confusion between Grey and Regal apparently is not new. It came to a head last week following a news release issued by Irwin Roseman, Silf Skin advertising director, who also happens to be Exquisite's advertising director. The release announced a $1 million "nationwide tv advertising program, sparked by from four to seven 1-minute commercials daily in the nation's top markets." The release did not name the agency placing this $1 million in new "money" for tv.

Silf Skin indicated about 60 top markets would be used. But there seemed to be a question of how much cash expenditure actually is involved. Here is where Regal enters the picture.

Regal was formed last fall by Charles Weigert and Sidney Barbet, two alumni of Paul Venze Assoc., Baltimore, house agency for Charles Antell Inc. Regal was formed for the express purpose of serving advertisers who wish to make use of the film-for-time barter system. Antell has been an extensive barter user. According to Mr. Weigert, Regal's only facility is that of buying time; it does no creative work, no research and no marketing. Regal is paid in cash for its services by the advertiser, while the client's regular agency deducts its 15% commission from media.

Mr. Weigert said Regal is placing the Silf Skin tv campaign through the barter system. "Where we can't make barter deals we'll use cash," he said. In some barter situations, he explained, "we do give stations some cash to sweeten the deal."

Silf Skin spokesmen claimed the $1 million push was only "part barter," with Grey Adv. buying time for cash in some 20 additional markets. Ralph Axthelm, Grey vice president and Silf Skin-Exquisite Form account supervisor, noted that Grey hadn't yet bought a cash-on-the-line station list but that it was about to do so.

Mr. Weigert said, however, that so far as he knows, the entire Silf Skin campaign is being handled through Regal. Silf Skin's only connection with Grey, he said, concerned the actual production of the filmed commercials. "As regards buying anything, we are Silf Skin's agency," he said.

Regal Adv. said it also places Exquisite Form in barter to the tune of $5 million. But here again Grey and Regal are at odds. Mr. Axthelm confirmed the current campaign involving 173 Exquisite Form stations, adding that this deal is two-thirds cash (apparently through Grey) and one-third barter (through Regal). Mr. Weigert disagreed, saying, "We are also placing the entire Exquisite Form spot campaign." Later he admitted that Exquisite Form had put "an awful lot of cash in stations" (through Grey) before Regal came into being last fall.

Regal's bait to stations is "excellent film product" from such diverse sources as Official Films, NBC's California National Productions, ABC Film Syndication, Television Programs of America, Interstate Tv Corp., Screen Gems, United Artists Tv, Gross-Krasne and others. Mr. Weigert said "all" film companies did business with Regal save for Guild, CBS Film Sales and Ziv Television Programs. He would not name films by title but said that they were either theatrical films or old syndicated half-hour series. He explained that before a client enters a specific market, he allocates a set budget with which Regal has to work. In the case of Baltimore, Silf Skin allocates $25,000 for the year and asks Regal to fill the bill accordingly.

Who's on First

What seems to pose a problem for both Grey and Regal is who supervises whom—and when? Silf Skin executives said that any negotiations by Regal must first be cleared through Grey which, if satisfied with the terms, gives the go-ahead to "buy." Mr. Weigert disputed this arrangement and maintained that his shop is empowered by Silf Skin to make all deals direct, with schedules then being handed over to Grey which ships the filmed commercials to the station lineup. He distinctly disliked any implication that should a barter deal fall flat, Grey would step in to fill this vacuum with a cash-purchase station availability.

Mr. Axthelm held that "as far as we are concerned, we are still the agency of record and supervise all Silf Skin campaigns. We have received no notification contrariwise. Regal may sincerely believe they are Silf Skin's radio-tv agency. . . . I'm sure they're not trying to be clever. We believe otherwise. At any rate, this is a situation which must be cleared up by Mr. Reiner."

Late Thursday Mr. Reiner said the "confusion" has been "going on for two weeks now" and admitted he was "equally confused." He said a solution should be effected "within 10 days." He said "this thing will work itself out."

The postscript by Mr. Weigert: "We get along very well with Grey."

tion type proposal to a point where it might be brought in for around $1.5 million a year—as compared with the $4.1 million estimate submitted to a selected few affiliated and independent stations 10 days ago [AT DEADLINE, March 10].

The $4.1 million million proposal, it was understood, envisioned ABN as a transmitter of nothing but news—about three minutes on the hour and about three on the half-hour, with "subscribers" free to add a couple of minutes of local news to the network newscasts. The $1.5 million plan, according to reliable sources, would be little more than a skeleton of the larger plan and, indeed, the bulk of its cost would be in line charges. But according to its advocates it would at least offer a starting point and could be expanded as the intake from subscribers grew.

In either of the two "press association" plans, subscribers would be free to use the newscasts they wanted and omit the others, paying ABN either on a straight-fee basis or on some other formula that might be agreed upon.

Live Concept Dead

Whatever the future of ABN, it was obvious that the all-live programming concept was virtually dead. This concept, initiated by Mr. Eastman shortly after he took over the presidency last spring, was curtailed sharply a few weeks ago [NETWORKS, Feb. 3]. Late last week came word that the two remaining "new" live programs—*Jim Backus Show* (Mon.-Fri., 10-10:55 a.m.) and *Merv Griffin Show* (Mon.-Fri., 1-2:55 p.m.)—would be dropped shortly, leaving the veteran *Breakfast Club* (Mon.-Fri., 9-10 a.m.) as the only all-live entertainment program. Replacements for the Backus and Griffin shows were expected to be named soon.

Among the other networks there was this disagreement as to the wisdom of the all-live concept in the first place, although some competitors did think it had merit and would have paid off eventually. There was considerable unanimity, however, that it had not been given a full test—that, having been given the go-ahead on it, Mr. Eastman should have been allowed more time in which to try to prove it.

From the standpoint of the AB-PT board, however, there was the financially strong counter-argument that with ABN losing around $4 million a year, something had to give and the all-live concept was the place where the greatest savings could be made quickest.

Among all the other reports circulating last week was speculation that Mr. Eastman might resign. This was not confirmed either by him or by other responsible officials, one of whom also pointed out that Mr. Eastman joined ABN under a five-year contract which still has a little more than four years to run.

WEST COAST MEET ENDS ANA SERIES

- **Frey Report overshadows talks**
- **Client-agency data to continue**

The Assn. of National Advertisers' "Frey Report" overshadowed a three-day program last week of the association's 12th annual west coast meeting held at Del Monte Lodge in Pebble Beach, Calif.

Highlights of the meeting, held Wednesday-Friday, included:

- Word from ANA that it will continue to dispense data on client-agency relationships now that the bulky, statistics-laden "Frey Report" is in circulation [ADVERTISERS & AGENCIES, March 3].
- Warning that advertisers depreciate their television messages when they overdo them—there is a law of diminishing returns, said Norman Best, vice president-media, Erwin Wasey, Ruthrauff & Ryan, Los Angeles.
- A call on media to ease off intra-warfare of statistics and claims. Albert Brown, vice president in charge of advertising and public relations of Best Foods Inc., New York, admonished that infighting among different media is a destructive approach.
- Product research by agencies can pinpoint where advertising pressure delivered at the right time at the right place will boost sales. Paul Gerhold, vice president in charge of media and research, Foote, Cone & Belding, New York, observed his agency found that for certain clients a 15% increase in the ad budget allocated to a specific area could increase sales as much as 20%.

Mr. Best told a media session Thursday he thought the nature of tv made it necessary for advertisers to give careful attention to continuity of commercial messages. He noted the value and the cumulative effects of strategic tv messages as compared to commercials spotted indiscriminately. He took a dim view, however, of commercials which take up extensive attention at the expense of the program on which they are used. He also outlined the use of network radio by the Carnation Co. to supplement tv—selecting those markets not covered by television—as a result of agency research findings.

The closed session on the "Frey Report" was held Wednesday, the last stop on a country-wide schedule of meetings for ANA members which started in New York March 4 and continued on to Detroit March 5, Chicago March 7 and then Pebble Beach.

ANA President Paul West said now that the 424-page report on agency-client relationships is published the ANA will continue its research and gathering of information and "provide the vehicle for communicating the attitudes and needs of advertisers to the agencies and media, the government and others [and] provide the means of exchanging the experiences and successful practices of members through meetings" such as the four-city sessions.

Mr. West observed, "Whether or not we will continue to have the 15% commission as the basic method of compensating for agency services and for how long, or whether a better way will evolve, and how soon, cannot be predicted.

"It depends on the individual decisions of advertisers, agencies and media," he said.

Mr. West continued, "It is not a matter of who is right, or who is wrong, but rather a question of what is right."

He called on ANA members "as advertisers . . . to get on with the job of putting our own houses in order," and added, "I am sure the agencies and the media will soon follow suit."

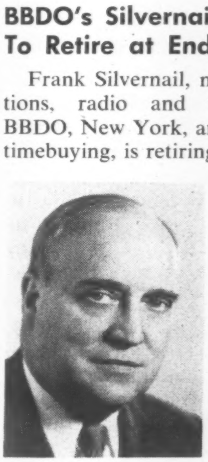
Mr. West asked members to see that their agencies order a copy of the report "and see to it that all of the people on your account . . . read it" and at the same time, ANA's "Advertising Management Guidebook Series" which has a related value, he said.

Also discussing the report were its principal author, Prof. Albert W. Frey, and his associate, Prof. Kenneth R. Davis, both of Dartmouth College. A statement by Donald S. Frost, vice president, Bristol-Myers Co., who is chairman of the ANA's agency relations committee, was read by George E. Mosley, vice president, Seagram-Distillers Co., and former ANA chairman. Mr. Frost, who appeared on the "Frey Report" in sessions held in other cities, did not attend the Pebble Beach meeting.

Messrs. Frey and Davis emphasized the desirability of extending the life of the average advertiser-agency association, making the point that the longer the relationship the better is the chance of good communication and effective advertising.

BBDO's Silvernail Plans To Retire at End of Month

Frank Silvernail, manager of station relations, radio and television department, BBDO, New York, and a veteran of radio-tv timebuying, is retiring March 31.


MR. SILVERNAIL

Mr. Silvernail entered radio in 1925 when he played the guitar with the South Sea Islanders on WEAF [now WNBC] New York. He joined BBDO in 1943 as a radio timebuyer. Before that he was merchandising counsel for NBC and member of the timebuying departments of Pedlar & Ryan and Young & Rubicam, New York.

He has served as chairman of the broadcast media committee for the AAAA, president of New York chapter of the Radio Pioneers and has been a member of the planning committee for the timebuying seminar of the Radio-Television Executives Society since its inception. Mr. Silvernail will continue to live in Crestwood, N. Y.

RTES PANEL AIRS BROADCAST ISSUES

- **Mike Wallace quizzes trio**
- **Sensitive topics explored**

Mike Wallace in an "interview" with three executives representing agencies, station representatives and rating services last Tuesday titillated the fancies of agency and broadcast executives at a luncheon in New York.

Although amusing and entertaining to the audience, the questions and answers nonetheless provided a barometer of what the broadcast business considers to be current controversy or points of issue.

Among them: rate deals, buying according to ratings only, alleged "kickbacks" from representative to station sales managers, triple spotting, inconsistencies, misuse or abuse of ratings and overemphasis on the top 10.

Interviewed at the Radio & Television Executives Society's final timebuying and selling seminar of the season were George Polk, in charge of radio-tv programming and planning at BBDO; Martin L. Mierman, vice president and national sales manager of Edward Petry Co.'s tv division, and James Seiler, director of American Research Bureau.

Mr. Polk maintained the media buyer will purchase the "best deal" obtainable from stations and explained the agency's function in buying time in answer to Mr. Wallace's question of whether BBDO ever accepted a "station package deal." Mr. Polk parried another query on whether the agency tells its other clients about a package deal it obtained for a certain client, noting that each client's needs are different and that a 52-week firm "deal" good for one client may not be "applicable" to another.

The agency executive agreed that BBDO uses ratings as a guide in its buying but for an advertiser which is "selling ideas and not products" there are "other factors beside ratings which are important." BBDO knows that these "extra values" exist, Mr. Polk continued, "but we do not know to what degree in every case." Ratings, he said, are used "analytically" at the agency but "they are only one of many criteria" in the buying decision.

To inject excitement in the interviews, Mr. Wallace frequently read excerpts from a newly-published book, *Madison Avenue, U. S. A.*, by Martin Mayer. He noted, for example, that a network executive is quoted as saying that agency people only care about their 15% commission. Mr. Polk commented that "certainly" the agency is in business for a commission—that the agency wants to "make money." When a client puts his money into advertising it means that the agency "gets 15% anyway" but the agency still would like to see the medium work for the client, Mr. Polk asserted.

At another point, Mr. Polk denied that some agencies prefer to buy network time when available because it is "easier to handle" than spot, adding that there is no difference "economically" and that the buyer does what he thinks is right for his client. He also differed with intimations in Mr. Mayer's book that media buyers are "clerks" or that they have no "integrity."

As to agency-client relationship (resigning of accounts because the agency cannot go along with the client or because the agency believes the client is not sure how it should spend its money), Mr. Polk noted that the advertiser generally is conceded the right to do as it pleases and shop for agencies even while it is being handled by an agency —but an agency "for some reason" is not permitted that right.

Station representatives no longer can ignore the "problem" of triple spotting though there is no real evidence to show that values in a commercial are lessened in the second or third spot position, Mr. Mierman said.

Mr. Mierman admitted the practice has become a "problem," particularly because "two major agencies" now are probing the practice.

The solution? Mr. Mierman suggested clarification of the NAB code dealing with triple spotting and said he thought the prime movers should be the stations, advertisers and representatives.

Mr. Mierman said he was aware of the practice by some stations of holding representatives to rates but offering discounts and lower rates direct to advertisers. He thought such dealings "hurt us, the agency and the station" and they are "not good." Asked about rate cutting as a solution to reduced ad budgets, Mr. Meirman flatly stated his company is against it and that persistent action along this line leads to "malpractice" in the business. Mr. Meirman denied knowledge of "kickbacks" from representatives to station sales managers.

SIGNALING the entry of Hancock Oil Co., Long Beach, Calif., into local radio, a 52-week contract for newscasts on 15 stations is signed by (l to r) Walter Lake, McGavren-Quinn Co., representation firm; Diana Wear, media director of Heintz & Co., Los Angeles, Hancock's agency, and Kasson Lunt, Heintz account executive for the oil company. Hancock's schedule calls for five-minute newscasts three times weekly in afternoon traffic time in the 15 California markets [ADVERTISERS & AGENCIES, Feb. 17].

Mr. Seiler said Arbitron—the American Research Bureau's electronic instantaneous measurement service—is nearing operative status in New York City, that 281 homes, out of 300 homes to comprise the sample, already have had units installed and connected and that the hold-up has centered on AT&T's need for much more time than anticipated in setting up amplifiers on each line (each line serves about 30 installations).

The ARB director, to Mr. Wallace's probing questions, asserted that differences in the results by the different rating services are "explainable." He defended differences in a single service's surveys by noting that these variances are never beyond what would be expected normally with two different samples and agreed there is misuse of ratings.

Asked if he were ever offered a "bribe," Mr. Seiler sighed, "Oh, yes" and proceeded to explain that such approaches come from people who hear so much talk "about getting to the rating services" that they feel "everybody else is doing it and they ought to get into it." He said he is sure all other rating services have had similar experiences. But, he warned, "altering figures" for people who are serviced "is like telling a person he has a stomach ache when he has a ruptured appendix." He asserted it would be "absurd" for anyone to so engage himself.

Noxzema Shaving Cream Drops MJ&A for DCS&S Over Differences

Should shaving creams be pushed in drugstores or in supermarkets? The answer apparently has cost MacManus, John & Adams, New York, some $500,000 of billing (much of it in tv-radio) as Noxzema Chemical Co., Baltimore, reassigns agency responsibility for its shaving creams and lathers from MJ&A to Doherty, Clifford, Steers & Shenfield, New York. The switchover becomes effective April 1.

With MJ&A since that agency two years ago absorbed the former David J. Mahoney Agency, Noxzema shaving cream executives felt the way to improved sales lay via the drugstore and that the shaving creams could ride the Noxzema (skin cream) coattails. But the MJ&A account group was understood to have felt otherwise, pointing out that shaving cream sales are quite apart from sales of cold creams and sunburn lotions and urging a campaign geared for the supermarket traffic. The disagreement led to the split. In DCS&S, Noxzema has an agency well-versed in the pursuit of drugstore business. The new agency services an impressive amount of Bristol-Myers business (labs and products divisions—Ammens, Ipana, Minit-Rub, Mum, Theradan, Vitalis) and also places advertising for Pharmaco (Feen-a-Mint, Regutol, Chooz, Medigum). The bulk of Noxzema is handled by Sullivan, Stauffer, Colwell & Bayles, N. Y.

LATEST RATINGS

PULSE

TOP NETWORK PROGRAMS

Tv Report for January

Once-A-Week

Rank	Rating Jan.	Dec.
1. *Gunsmoke*	39.2	38.2
2. *Perry Como*	38.3	39.0
3. *Lucy-Desi Show*	37.6	36.8
4. *Playhouse 90*	35.1	33.6
5. *Danny Thomas Show*	31.8	31.0
6. *Alfred Hitchcock*	31.6	30.4
7. *GE Theatre*	30.4	28.0
8. *Groucho Marx*	30.2	29.1
9. *Climax*	29.8	30.8
Ed Sullivan	29.8	
11. *Have Gun, Will Travel*	28.9	
12. *Lineup*	28.7	26.7
13. *Loretta Young*	28.5	26.6
14. *$64,000 Question*	28.2	30.9
15. *December Bride*	27.9	27.9
16. *I've Got a Secret*	27.7	27.5
17. *Burns and Allen*	27.5	27.2
18. *Chevy Show*	27.3	
19. *This Is Your Life*	27.2	
20. *Lassie*	26.9	26.7

Multi-weekly

Rank	Rating Jan.	Dec.
1. *Mickey Mouse Club*	17.7	16.9
2. *CBS News*	13.0	11.4
3. *Art Linkletter*	11.2	10.6
4. *Captain Kangaroo*	11.0	10.4
5. *The Price Is Right*	10.8	9.9
6. *Queen For a Day*	10.6	10.4
7. *Guiding Light*	10.0	9.6
8. *Search For Tomorrow*	9.8	9.4
9. *American Bandstand*	9.5	
10. *Verdict Is Yours*	9.4	9.0

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Jan. 12-25

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	19,125
2. *Perry Como Show*	17,000
3. *Cheyenne*	16,958
4. *Wyatt Earp*	16,618
5. *Tales of Wells Fargo*	16,235
6. *DuPont Show of the Month*	16,235
7. *I've Got a Secret*	16,065
8. *Have Gun, Will Travel*	15,768
9. *Danny Thomas Show*	15,640
10. *Bob Hope Show*	15,385

Rank	% Homes*
1. *Gunsmoke*	46.0
2. *Cheyenne*	42.6
3. *Perry Como Show*	41.0
4. *Wyatt Earp*	40.4
5. *Tales of Wells Fargo*	39.6
6. *DuPont Show of the Month*	39.1
7. *Sugarfoot*	38.6
8. *I've Got a Secret*	38.2
9. *Have Gun, Will Travel*	38.2
10. *Bob Hope Show*	37.5

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	18,573
2. *Wyatt Earp*	15,598
3. *Tales of Wells Fargo*	15,385
4. *Have Gun, Will Travel*	15,300
5. *I've Got a Secret*	14,918
6. *Danny Thomas Show*	14,875
7. *Restless Gun*	14,025
8. *Cheyenne*	13,983
9. *You Bet Your Life*	13,600
10. *GE Theatre*	13,303

Rank	% Homes*
1. *Gunsmoke*	44.6
2. *Wyatt Earp*	38.0
3. *Tales of Wells Fargo*	37.5
4. *Have Gun, Will Travel*	37.1
5. *Danny Thomas Show*	35.6
6. *I've Got a Secret*	35.5
7. *Cheyenne*	35.1
8. *Restless Gun*	34.6
9. *You Bet Your Life*	32.6
10. *Sugarfoot*	32.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Feb. 1-7

Rank	% Tv Homes
1. *Gunsmoke*	40.2
2. *Perry Como*	37.9
3. *Danny Thomas*	35.4
4. *Bob Hope*	33.1
5. *Wyatt Earp*	32.3
6. *Lucille Ball-Desi Arnaz*	32.2
7. *Kraft Theatre*	31.7
8. *Studio One*	31.0
9. *Tennessee Ernie Ford*	30.8
10. *GE Theatre*	29.7

Rank	No. Tv Homes (000)
1. *Gunsmoke*	14,304
2. *Perry Como*	13,274
3. *Danny Thomas*	12,559
4. *Bob Hope*	11,875
5. *Lucille Ball-Desi Arnaz*	11,280
6. *Tennessee Ernie Ford*	10,989
7. *Wyatt Earp*	10,774
8. *Studio One*	10,495
9. *GE Theatre*	10,439
10. *Kraft Theatre*	10,344

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3:00-3:30, 4:00-5:00 p.m.

Lucille Ball-Desi Arnaz Show (CBS-191): Ford (JWT), Tues. 9-10 p.m.

Burns & Allen (CBS-114): Carnation (EWR&R), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Captain Kangaroo (CBS-114): participating sponsors, Mon.-Fri. 8-9:00 a.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Cheyenne (ABC-99): General Electric (Y&R), Tues. 7:30-8:30 p.m.

Chevy Show (NBC-160): Chevrolet (C-E), Sun. 9-10:30 p.m.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

DuPont Show of the Month (CBS-135): DuPont (BBDO), Sun. 9-10:30 p.m.

Ford Show (NBC 182): (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1:00 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10:00 p.m.

Alfred Hitchock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10:00 p.m.

Bob Hope Show (NBC-139): U. S. Time Corp. (Peck), Sun. 9-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Kraft Television Theatre (NBC-117): Kraft Foods (JWT), Wed. 9-10:00 p.m.

Lassie (CBS-90): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Lineup (CBS-162): Brown & Williamson Tobacco (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3:00 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5:00-6:00 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11:00 p.m.

Queen For a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Search For Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Thurs. 10-10:30 p.m.

Studio One (CBS-99): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

Sugarfoot (ABC-119): American Chicle (Bates), Colgate-Palmolive (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9:00 p.m.

Tales of Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

The Price Is Right (NBC-118): participating sponsors, Mon.-Fri. 11-11:30 a.m.

This Is Your Life (NBC-138): Procter & Gamble (B&B), Wed. 10-10:30 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Verdict Is Yours (CBS-121): participating sponsors, Mon.-Fri. 3:30-4:00 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Tues. 8:30-9 p.m.

You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North), Thurs. 8:00-8:30 p.m.

Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Public Boredom Forcing New Ad Trends—Cox

New trends in advertising which are being forced by public boredom with present advertising concepts were predicted by Edwin Cox, board chairman, Kenyon & Eckhardt, in a speech last Wednesday before the combined membership of the San Francisco and Los Angeles Advertising Clubs.

"The sickness of the advertising business —if we have one," he told the group, "is not that we are wicked. It is only that we are dull. Sometimes I am appalled at the public's concept of the advertising man that has been built up by novels and films. The public are quite able to defend themselves against our alleged machination. But they are becoming increasingly irritated with us for being bores.

"It has been quite well established that one-third of all the people who view the average television program pay no attention to the commercial. Yet one-third of the annual bill that American business pays for television is $440 million. Such a truth can not long be hidden and the signals are set for a change."

Mr. Cox believes the change will come through the "force of many young minds who are working in advertising today and who are beginning to reject a number of our inherited fetishes and some of our inherited logic."

The fetishes, he pointed out, add up to the notion "that if an idea worked once, it will work a thousand times. That it is safer to repeat or adapt what someone else has done (if successful) than to seek an original solution to a problem."

Mr. Cox said, "We have a school of cigarette advertising, a school of motor car advertising, a school of refrigerator advertising and a school of whiskey advertising." These schools have come to be by "thinking the language of the trade, by placing an undue value on a too-limited experience and by watching each other."

In television, for example, Mr. Cox pointed out, "some producer discovers that a show described as an 'adult western' can get a large audience. So right away the airwaves are deluged with such a bedlam of horse neighs and gunfire that we all pull the mental covers over our heads."

Mr. Cox also stated that an electronic effect can be obtained from the new, the bright and the original ". . . a single engaging commercial can compensate for a whole evening of stupid ones." Mr. Cox believes, too, that in time more and more advertising men will achieve the uncommonplace.

ABC-TV Affiliates to Cease 'Wyatt Earp' Triple-Spotting

ABC-TV has notified Compton Adv. that a dozen affiliates, including some owned-operated stations, have agreed to eliminate instances of triple-spotting. In a letter to Frank B. Kemp, Compton media director, Alfred R. Beckman, ABC-TV station relations vice president, said he had notified affiliates of the impossibility of triple-spotting "without cutting into time which had been contracted for" by network advertisers. He added that the practice "was a violation of our affiliation agreement," and told Compton all stations have been contacted and "have assured us of their cooperation."

Mr. Kemp had written ABC-TV President Oliver Treyz pointing out instances of 12 ABC-TV affiliates triple-spotting before and/or after *Wyatt Earp* (Tues., 8:30-9 p.m.), which Compton services for Procter & Gamble. ABC-TV has been waging a crusade against triple-spotting.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,216,000 people in the U. S. over 12 years of age during the week March 2-8. This is how they spent their time:

72.3%	(89,808,000)	spent	1,986.5 million hours	WATCHING TELEVISION
58.1%	(72,169,000)	spent	995.6 million hours	LISTENING TO RADIO
82.6%	(102,602,000)	spent	409.8 million hours	READING NEWSPAPERS
32.8%	(40,743,000)	spent	202.4 million hours	READING MAGAZINES
24.1%	(29,936,000)	spent	372.5 million hours	WATCHING MOVIES ON TV
22.9%	(28,500,000)	spent	110.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.

Hollywood to Pay Tab For 'Oscar' Simulcast

A world-wide audience is expected to watch or listen to the 30th annual awards presentations of the Academy of Motion Picture Arts & Sciences, to be simulcast by NBC's radio and tv networks, March 26, 7:30-9 p.m. (and perhaps for another 15 minutes if the academy succeeds in getting clearance from NBC), according to George Seaton, academy president.

Departing from tradition, the academy this year is sponsoring its own show on the networks and passing up the support of commercial sponsorship it had in previous years, a gesture that will cost the group around $850,000, Mr. Seaton stated. In addition to buying the network time, the academy also is endeavoring to buy from all NBC affiliates the mid-program station break which the FCC requires, to eliminate all tv ID and radio station break commercial announcements, replacing them with an announcement that the awards ceremonies are being presented by the motion picture industry, he said.

Financing for the awards ceremony will come from everyone who participates in the profit of motion pictures — actors, writers, directors, producers and distributors—Mr. Seaton said, each contributing 0.25% of his domestic profits. Receipts are expected to finance the operation of the academy as well and perhaps leave a surplus for other activities, such as the establishment of a motion picture museum, he explained. Theatre owners will not contribute in money, but 2,000-3,000 theatres will be closed March 26 and most of the nation's movie houses will give the event intensive advance publicity.

In addition to domestic broadcasts, Armed Forces Radio & Tv Services will shortwave coverage of the awards presentations to 120 million radio listeners around the globe and provide delayed pictorial coverage to some 500,000 tv viewers. The academy itself will also provide films of the event to foreign television stations and networks, Mr. Seaton said, estimating that some 200 million individuals will see the show on tv, including 65-75 million U. S. viewers.

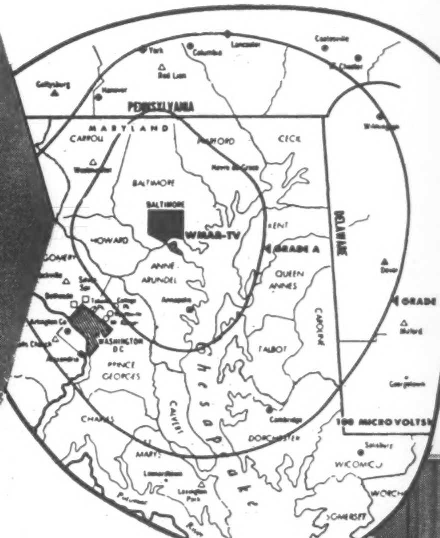
The problems of presenting a show that will keep viewers at home watching for 90 or 105 minutes without sacrificing the primary purpose of the event, the industry honoring outstanding achievements by every phase of motion picture activity, were discussed by a number of speakers, who promised that everything possible is being done to keep the show a fast-moving entertaining event.

Asked whether the tv coverage and closed theatres might not give the public the feeling that the movie makers are in effect lauding the new medium of tv to the detriment of "that old fashioned thing, the movies," Mr. Seaton said that the telecast at the end will include "a gimmick, not a commercial, but something that will make the people at home say, 'Let's go out to a theatre and see a new movie.' "

Ann Mar, Your Super Saleswoman!
weekdays, in Baltimore 1:00 to 1:25 p.m.

58,877 WOMEN VIEW
ANN MAR on "THE WOMAN'S ANGLE"
1.00-1.25 P.M. DAILY, Mon. thru Fri.

*Average per Quarter Hour based on 96,520 viewers of which 60 per cent are women. Nielsen Jan. 1958


York
Columbia
Lancaster
Coatesville
Red Lion
W. Chester
Gettysburg
Hanover
PENNSYLVANIA
Wilmington
MARYLAND
CARROLL
HARFORD
CECIL
Westminster
Havre de Grace
BALTIMORE
BALTIMORE
WMAR-TV
KENT
HOWARD
GRADE A
DELAWARE
ANNE ARUNDEL
QUEEN ANNES
Dover
Annapolis
GRADE B
CAROLINE
Milford
WASHINGTON DC
PRINCE GEORGES
TALBOT
Alexandria
Georgetown
CALVERT
Chesapeake
CHARLES
Cambridge
100 MICROVOLTS
DORCHESTER
Salisbury
ST. MARYS
WICOMICO
Leonardtown
Lexington Park
WORCHESTER
Potomac River
SOMERSET

Everywhere from near and far, they're watching Ann Mar with "The Woman's Angle" on WMAR-TV, every weekday, Monday thru Friday 1:00 to 1:25 P.M. Each program is garnished with interesting topics, delicious recipes and personality interviews.

"the Woman's Angle," mail proves participation!

Ann's helpful household hints and recipes are requested by at least 400 viewers each week. These are proof of a faithful audience following.

The WOMAN'S ANGLE is preceded and followed by CBS NETWORK PROGRAMS
The Guiding Light, 12:45-1:00 P.M.
and
Walter Cronkite and The News 1:25-1:30 P.M.

Ann has recently returned from a tour of Puerto Rico, Haiti and The Dominican Republic, where she was busily engaged, gathering famous recipes from even more famous restaurants and hotels. She factually reports this to her viewers and helps them plan their own vacations, elaborating on customs and habits of foreign places.

CBS TELEVISION

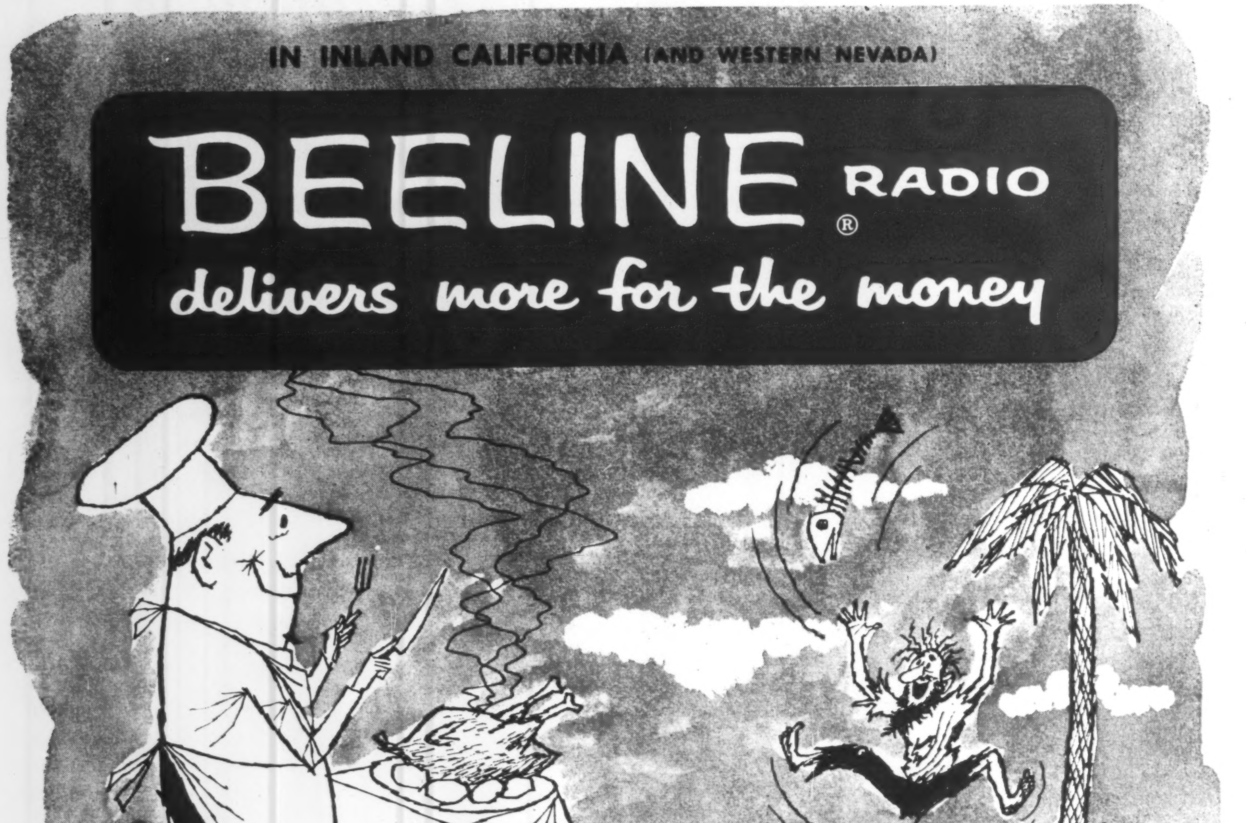
In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

channel 2


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE® RADIO
delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.*
(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

McClatchy
Broadcasting
Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

'FATHER' COMES HOME • Scott Paper Co., Chester, Pa., will move *Father Knows Best* from NBC-TV where it is seen 8:30-9 p.m. Wednesdays to CBS-TV in same time slot but on Mondays, effective next season (September). Scott Paper has sponsored program since August 1955. *Father* went on CBS-TV originally in October 1954 and later moved to NBC-TV. It is filmed by Screen Gems. *Arthur Godfrey's Talent Scouts* currently in Monday period, will be moved next season to Wednesdays 8:30-9 p.m. J. Walter Thompson Co. is Scott's agency.

BIG TOP COWBOY • Procter & Gamble Co. (Big Top peanut butter), Cincinnati, has signed 52-week contract with ABC-TV for one-half of *Wild Bill Hickok* starting May 14 (Wed. 5-5:30 p.m.). Agency is Compton Adv., N. Y.

'CLUB' DUES DOUBLED • Mattel Inc. (toys), Los Angeles, signed two-year contract last week for 52 segments per year of ABC-TV's *Mickey Mouse Club* (Mon.-Fri. 5:30-6 p.m.) effective in October. Mattel, since 1955 sponsor of 26 alternate-week segments of program, is serviced by Carson-Roberts Inc., Los Angeles.

ANOTHER ROUND • Miller Brewing Co. (Miller's High Life), Milwaukee, has signed to sponsor half of *All Star Golf* when the hour-long film series returns to ABC-TV Oct. 11 for 26 weeks, it was announced last week by Walter Schwimmer Inc., Chicago film distributor. Business was placed through Mathisson & Assoc., Milwaukee. ABC-TV will offer remaining half to other sponsors. Program will be slotted Saturdays 5-6 p.m. in all time zones to avoid conflict with other network sports events.

SILVERS SET • It's now definite that comic Phil Silvers will star in his own special program on CBS-TV May 13, 10-11 p.m. under sponsorship of Pontiac Motors Div., General Motors Corp. [CLOSED CIRCUIT, March 3]. Pontiac's agency, MacManus, John & Adams, Bloomfield Hills, Mich., now seeks to clear as many stations as possible for 10:30-11 p.m. portion of program since CBS-TV network service ends following sign-off of *The $64,000 Question*. However, MJ&A is confident that most of stations being asked will relinquish half-hour of station time to accommodate Silvers' spectacular.

MONEY ON MUTUAL • Sleep-Eze Co., L. A., has ordered additional Monday-Friday five-minute newscast strip and 23 weekly 20-second adjacencies to its present Mutual schedule for 52-week period. Sleep-Eze is current sponsor of week-night newscasts at 6:30 and 8:30 p.m. Lee County Land and Title Co., of Florida, for its Lehigh Acres development, has signed for two of three available participations in Gabriel Heatter's newscasts on MBS Sunday, 5:45-6 p.m. for 13 weeks. Agencies are Mottl & Seitman, L. A., for Sleep-Eze and Mohr & Eicoff, N. Y., for Lee County.

GULF SCHEDULE • Gulf Oil placing radio spot schedule for 13 weeks, starting currently in about 95 markets, using nighttime breaks through Young & Rubicam, N. Y.

CHOCOLATE BUNNY • Fanny Farmer Candy Shops Inc., Rochester, N. Y., placing extensive pre-Easter radio push March 26-April 6, through Rumrill Co., Rochester.

REVLON TEST • Next Revlon product to get full spot test treatment now that Top Brass hair cream is officially launched, is new roll-on deodorant, Hi-and-Dri. Cosmetics firm is already testing Hi-and-Dri in minute tv spots in approximately five markets. and now is in process of enlarging station lineup. Agency is Emil Mogul Co., N. Y.

SAFETY DRIVE • General Motors Acceptance Corp. is readying its annual radio traffic and safety spot announcement campaign to start May 23 for 16 weeks in 175 markets using minimum of 20 spots per station on weekend only. Campbell-Ewald Co., N. Y., is agency.

LUCKY SPOTS • Lever Bros.' Lucky Whip topping launching introductory spot tv drives in 30 selected markets starting this week through end of June. Ogilvy, Benson & Mather, N. Y., is agency.

MORE TIME FOR GLAMUR • Glamur Products (Easy Glamur upholstery, rug cleaners), N. Y., will increase its radio-tv budget 30% over last year for its 1958 spring drive. Advertiser will go into 25 markets shortly, running through June. Westbrook Van Voorhis will do radio commercials and Mary Margaret McBride tv. Agency is Grey Adv., N. Y.

KESSAMIN SPOTS • McKesson & Robbins Inc. (Kessamin reducing aid tablets), Bridgeport, Conn., buying spot tv in series of waves with campaign to run into summer. Various starting dates set with drive in some markets already underway. Formula is four week run, off for four weeks, then on again. Frequency is about six spots per week in approximately 50 secondary markets. Dancer-Fitzgerald-Sample, N.Y., is agency.

PAINT PUSH • Pittsburgh Plate Glass Co. (paints), Pittsburgh, is lining up extensive, 200-market radio schedule on behalf of outdoor paints, seeks male do-it-yourself consumer via early morning and late evening news and weather program adjacencies. Drive kicks off south of Virginia and westward across Oklahoma first week in April, in May moves north of Virginia through New York City and in June up through New England, westward across Illinois into northwest U. S. Each campaign lasts four weeks. Maxon Inc., N. Y., is agency.

AM FOR ALCOA • Aluminum Co. of America, Pittsburgh, to promote use of its products in homes, is launching spot radio campaign in 58 markets Thursday to run through end of May. Campaign is based on slogan "You Can Live with Aluminum" and also will include 11 commercials on NBC-TV's *Alcoa Theatre* (alternate Mondays, 9:30-10 p.m.). Fuller & Smith & Ross, Pittsburgh, is agency.

COAST-TO-COAST COVERS • Rayco Mfg. Co., Paterson, N. J., through Emil Mogul Co., N. Y., placing first coast-to-coast advertising push in its 12-year history commencing May 5. Roughly $2 million is allocated to five-month push with emphasis in magazines, but radio-tv will play vital part with 1,800 weekly announcements seen and heard on total 40 tv and 55 radio stations.

Grassroots Agencies Have Answer To Compensation Problem—Briggs

"Grassroots agencies" around the country have solved the agency compensation problem for themselves without needing to rely on studies and reports like the Assn. of National Advertisers' so-called "Frey Report" (see page 33), James B. Briggs, executive vice president of Erwin Wasey, Ruthrauff & Ryan, New York, asserted last week.

Addressing the newly-formed Advertising Club of Reno, Nev., Mr. Briggs said: "the largest agency in not only Reno but the entire state of Nevada employes only a limited number of people. Obviously agencies of this size cannot live within the classical 15% method of billing. . . . As a responsible advertising executive, I can neither confirm nor deny the Frey recommendations. Nor do I have to, because the answer to the report is right here in Reno."

He noted that Reno agencies handled their compensation by various methods, including the straight fee basis, charge by project and by retainer. "And," he added, "you have found it not only profitable but compatible with the business needs of your clients."

If the grassroots agencies can solve the agency compensation problem, Mr. Briggs continued, perhaps they could also tell larger agencies how to approach the problem of marketing in secondary and smaller markets. "It has become too expensive to saturate the major markets today," he said. "That being the case, the advertiser today must look to the secondary markets for his volume. And in looking at them he must know how to exploit them."

Talent Assoc. to Take Over 'Kraft Tv Theatre' Production

J. Walter Thompson Co. no longer will produce *Kraft Television Theatre* (NBC-TV, Wednesday, 9-10 p.m.). Talent Assoc. Ltd., an independent producer-packager, takes over April 16. Kraft Foods Co., sponsor of the weekly dramatic show that has held down the Wednesday time period on NBC-TV for nearly 11 years, continues as a JWT client.

But the move is significant because, by relinquishing production on the show, JWT now is entirely out of house production of a major network tv program. It marks the demise of the agency-produced regularly scheduled major tv show with the remaining exception of BBDO-produced *Your Hit Parade* on NBC-TV.

AAAA Releases Partial Lineup Of Events for Greenbrier Meet

Creativity and marketing will be the dominant themes of the open sessions of the three-day annual meeting of the American Assn. of Advertising Agencies, to be held April 24-26 at the Greenbrier, White Sulphur Springs, W. Va.

Two showings of the television commercials chosen for awards by the Art Directors Club of New York will be among the highlights of the convention program. The award winners will be announced at the outset of the Art Directors Club's own exhibit, to be held April 1-10.

Although mentioned nowhere on the partial program released last week, the final "Frey Report" on advertiser-agency relationships and agency compensation issued a few weeks ago by the Assn. of National Advertisers [ADVERTISERS & AGENCIES, March 3] is sure to rank high in informal discussions and corridor conversation.

The first day of the annual meeting will be devoted to closed sessions by AAAA members under Melvin Brorby of Needham, Louis & Brorby, Chicago, chairman of the association. Election of officers also will be held on opening day. Second and third-day meetings will be open to advertiser and media guests as well as the agency delegates.

A showing of the prize-winning tv commercials will launch the second day's program at 9:30 a.m., with a business meeting starting at 10. Arthur E. Tatham, of Tatham-Laird, Chicago, and Joseph H. Epstein of Fitzgerald Adv., New Orleans, will preside over consecutive sessions on "The Modern Concept of Marketing." Speakers will include Dr. G. Maxwell Ule, Kenyon & Eckhardt, New York; Reuel Denney, sociology professor at the U. of Chicago and co-author of *The Lonely Crowd,* and Leroy M. King, merchandising director of *Food Topics* and *Food Field Reporter.*

Another showing of tv commercials is slated for 2:30 on April 25. The annual dinner will be held that night, with entertainment including a specially produced closed-circuit television show featuring NBC-TV's Steve Allen and his "Men on the Street."

The creative session will be held April 26 with J. Davis Danforth of BBDO and Robert M. Ganger of D'Arcy Adv. presiding. Speakers: Ernest A. John of MacManus, John & Adams, Detroit; Paul R. Smith, Calkins & Holden, New York; Edward G. Zern, Geyer Adv., New York; Dr. Claude Robinson, Opinion Research Corp., Princeton, N. J., and Martin R. Gainsbrugh, chief economist, National Industrial Conference Board.

Hotpoint Plans Single Agency

Hotpoint Co.'s $4 million tv receiver appliance trade advertising account, now split among three agencies, will be consolidated in one shop by June 1 as part of its new centralization policy.

The bulk of the business (ranges, refrigerators, other appliances) is currently handled by Maxon Inc. Tv receiver advertising is serviced by Needham, Louis & Brorby Inc. and trade by J. R. Pershall Co.

The single agency concept stems from Hotpoint's creation of a sales and distribution department last November and the need for integrating functions involving various product lines.

The new department is headed by John McDaniel. A. A. Utt is overall advertising manager.

Hotpoint already has begun to hear presentations from interested agencies, including those now handling its advertising.

C-W Retrenchment Causes BDA To Drop Radio-Tv Department

The prospects of Burke Dowling Adams Inc., New York-Atlanta-Montclair, N. J., of becoming a major factor in radio-tv advertising vanished last week as the agency quietly abolished its radio-tv department. The move, coming less than a year after BDA first set up the department, was called "concurrent with the client's dictates." Among those affected by this unexpected action was Alice J. Wolf, the agency's sole timebuyer, who joined BDA last summer from Grey Adv. Timebuying now will be conducted out of the agency's media (print) department.

Industry observers linked the BDA action to the annual report by Curtiss-Wright President Roy T. Hurley detailing his company's financial setback during 1957. Curtiss-Wright is BDA's largest single account, and Studebaker-Packard Corp., in which C-W holds interest, is one of BDA's principal broadcast users. S-P, together with the other broadcast accounts in the agency—Scandinavian Airline System (SAS), Southern Bakeries, Benrus Watch Co.'s Sovereign watch and Delta Airlines—billed approximately $750,000 over the past six months. According to C-W's annual report, 1957 net income dropped $3.1 million from 1956's $43.2 million, although overall sales rose from $571.1 million to $598.8 million. It was understood that the loss in income has caused C-W to retrench its advertising expenditures as well as general operations.

Burke Dowling Adams (billing less than $8 million) was in the limelight last year when it acquired the Studebaker-Packard account from Benton & Bowles (which resigned it), following this up with other new accounts including Air Express, Colt Fire Arms and Cinzano (later lost to Lennen & Newell) until it ended up the year with $17.5 million billing and moved its headquarters from Atlanta to New York.

Donahue & Coe Opens in L. A.

The opening of a Los Angeles office, its fifth in the U. S. and Canada, has been announced by Donahue & Coe, New York, Atlanta, Chicago and Montreal. The agency bills a total $30.7 million, services such broadcast accounts as Corn Products Refining Co. (Bosco, Kasco), Chemway Corp., Loew's and Columbia Pictures. The Los Angeles office will be at 3245 Wilshire Blvd., with Richard C. Moses, former Erwin Wasey, Ruthrauff & Ryan executive, in charge. Mr. Moses' title is executive vice president (West Coast).

Edsel Radio Spot Drive to Use 1,000 Stations in 400 Markets

There's a "spot" in Edsel's future for radio—at least for two weeks starting April 1—on the basis of commitments placed through Foote, Cone & Belding for that Ford Motor Co. vehicle.

The agency has contracted for a heavy saturation campaign of announcements on about 1,000 stations in over 400 markets to key a spring dealer traffic push. One-minute and 20-second spots have been lined up in prime driving periods, ranging from 20 to 45 per week per market.

FC&B also has purchased an undisclosed number of weekend segments of CBS Radio's "Impact" buying plan, it was reported.

High-Income Families Do, Too, Like Good Music—WITH-FM Study

Sam Kravetz, manager of WITH-FM Baltimore, has taken issue on music and money with Charles F. Adams, vice president and account supervisor on Cadillac Motor Car Div. of General Motors Corp., at MacManus, John & Adams, Bloomfield Hills, Mich.

To Mr. Adams' assertion that he's never had satisfactory proof of a correlation between appreciation of good music and ability to purchase [ADVERTISERS & AGENCIES, Jan. 20], Mr. Kravetz offers a study made for WITH-FM showing a median family income among listeners of $8,840. About two-fifths of families responding to the survey had incomes over $10,000, more than two-thirds over $7,000 and nearly nine-tenths more than $5,000. This indicates, the survey says, "that WITH-FM reaches people who have the means to buy."

Mr. Kravetz, who obviously believes his listeners are in the Cadillac class, sent a copy of the WITH-FM survey to Mr. Adams, noting that he had said, "We would change our minds if someone would make a definitive study." The WITH-FM study was based on a mailing of 2,000 with close to a 60% response. Listeners' names came from the station's regular mailing list of 15,000 classical music devotees.

Quaker Names Thompson for Ken-L

The appointment of J. Walter Thompson Co. to handle its Ken-L dog food line was announced by Quaker Oats Co. Wednesday. JWT has handled Quaker's Aunt Jemima line for the past four years and recently relinquished the Swift & Co. account, including Pard dog food [ADVERTISERS & AGENCIES, March 10, 3].

Thompson inherits the $3-4 million account (Ken-L Ration, Biskits, Meal, Treats) from Needham, Louis & Brorby, with official take over "sometime in the latter part of 1958." NL&B had serviced the Ken-L line for the past seven years.

AGENCY APPOINTMENT

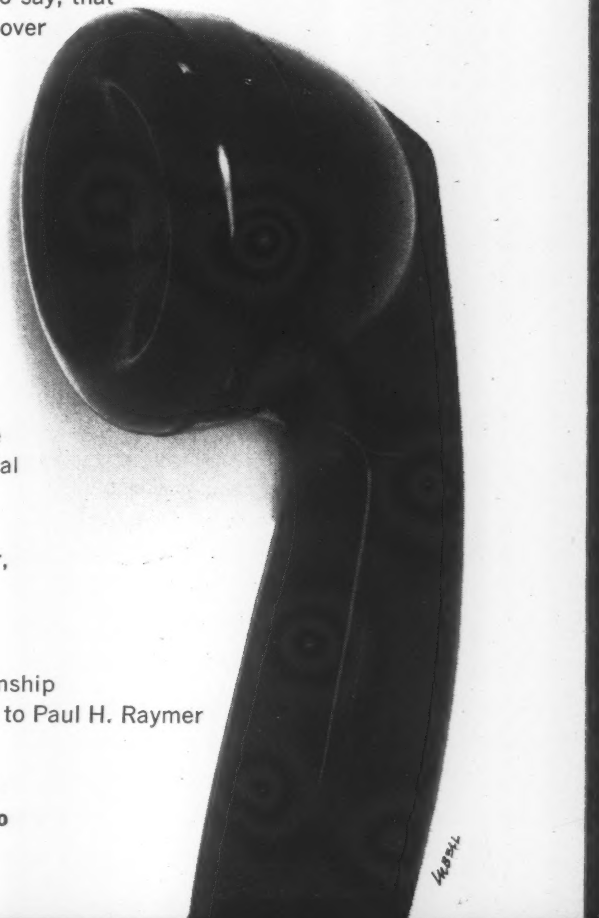
Weco Products Co., Chicago, appoints Keyes, Madden & Jones, that city, to handle advertising for new Dr. West's push-button tooth paste.

talk to Ben Beckham

Sometimes it's hard for even management—that's Ben Beckham and Winston Linam and Deane Flett—to realize how thoroughly KSLA-TV dominates television in Shreveport. In the national spot field in particular, one look at a Rorabaugh Report will show you how Raymer Salesmanship has given KSLA-TV **thirty percent** more national accounts than its competition, **twice as many** sponsored programs and an **overwhelming slice** of the national spot dollar. Needless to say, that dominance in the national spot field spills over into every aspect of KSLA-TV operation—merchandising, local sales, coverage, community service and ratings.

then talk to Raymer

PAUL H. RAYMER EST 1932 COMPANY



But with that in mind, bear **this** in mind. Though rating dominance is one thing, **dollar dominance** is from a source of a different color. Sales leadership takes more than ratings; above all, it takes a very special brand of national spot representation, custom-made for the station and customer-made for the advertiser. At Raymer, that means the right salesman in the right place at the right times with the right story. If you think that you're not getting that kind of representation, salesmanship and dominance, it will surely pay you to talk to Paul H. Raymer

THE PAUL H. RAYMER COMPANY
Exclusive National Representatives Since 1932
New York • Chicago • Hollywood • San Francisco
Dallas • Detroit • Atlanta

WHAT WE DIDN'T KNOW ABOUT RAILROADS!...

JEFF MORROW AND SUSAN CUMMINGS, STARS OF "UNION PACIFIC"

When we first talked about filming our UNION PACIFIC engines-and-Injuns series 18 months ago, we couldn't tell a papoose from a caboose. So far as we knew, firewater was what they put in locomotive boilers, and "Hell on Wheels" was the name of a famous lady tennis player!

Our aim was to film an authentic epic of a continent-spanning epoch, where every stretch of track had its own set of historic ties! The saga of railroadin' men who faced mountains and floods with equanimity . . . come hill or high water, they were going through! The tale of Indian-fighting out on the far prairie, where a man might be without a cent, but never lack for a Sioux!

We know a lot about railroads now. One thing for sure—UNION PACIFIC is just the ticket for *you.*

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

MAGNUSON DRAFTS BILL TO KILL FCC

Communications administration with special appeals court proposed

FCC members would be ineligible for appointment to new organization

A bill to abolish the FCC and replace it with a Federal Communications Administration and a special Communications Court of Appeals has been drafted for study and possible action by the Senate Commerce Committee.

The bill was drafted at the order of Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee. The idea for it came from ex-Sen. Clarence C. Dill (D-Wash.), onetime chairman of the Commerce Committee and co-author of the Radio Act of 1927 and the Communications Act of 1934. It was the Communications Act that established the body that Mr. Dill would now abolish.

Mr. Dill has occasionally served as a consultant to the Commerce Committee during recent years. He outlined the bill to dissolve the FCC in a letter to Sen. Magnuson.

Principal provisions of the proposed bill:

- Establishment of a Federal Communications Administration under direction of a single administrator.
- Establishment of a Communications Court of Appeals presided over by three judges.
- Abolition of the FCC with its functions to be taken over by the new Administration and Communications Court.
- Stipulation that present and former commissioners would not be eligible to serve on the new Administration or Communications Court.

The single administrator would be appointed by the President, subject to Senate approval, for a four-year term. His salary, as is that of the three judges, is left blank as the bill now stands.

Powers of the FCC under the Communications Act, except Section 405 (rehearing provision), would revert to the new administrator. Powers of Section 405 would be given to the new court. All records, property, personnel (except commissioners), appropriations and allocations of the Commission also would be assumed by the proposed Administration.

Decisions made by the FCC would remain in effect after the new bill has become law and all appeals of prior Commission decisions would be handled by the Communications Court.

Under further provisions of the proposal, the Communications Court would be established, for administrative purposes, within the Federal Communications Administration, but would be completely independent of the administrator and in no way under his authority. The three judges also would be appointed by the President subject to Senate approval. Their terms would run for 15 years, with the first three appointments to be made for staggered terms of 5, 10 and 15 years.

The judges could be removed by the President, upon due notice and a hearing, for neglect of duty, malfeasance in office and mental or physical disability, but for no other cause. (The bill makes no provision for removal of the administrator.) The judges would be eligible for reappointment but not more than two could be appointed from the same political party.

The Communications Court would hear all appeals made from decisions of the administrator, who would be bound by decisions of the court. The bill provides that appeals must be filed within 30 days of a decision by the administrator.

SEN. MAGNUSON

EX-SEN. DILL

Specifically prohibiting current or former FCC members from being appointed administrator or judges, the bill states that any individual who has at any time held the position of commissioner shall not be eligible for appointment to either position.

Sen. Magnuson Thursday said the bill is one of several proposed FCC changes his committee will study. The bill, as yet, has not been seen by other members of the committee but will be considered in the near future.

"The people generally have lost all confidence in the Communications Commission," 73-year-old Sen. Dill wrote Sen. Magnuson in recommending that the FCC be abolished. He cited current exposures made in the House Legislative Oversight Subcommittee hearings on the Commission's grant of ch. 10 Miami to National Airlines. Sen. Dill further stated:

"This is an opportune time to abolish it [FCC] and set up a director with Communications Court of Appeals, to which all decisions of the director could be appealed before they were taken to a judicial court. . . . This plan would wipe out a lot of the red tape that has become so burdensome to those who must make applications to the Commission and should simplify the procedure in many respects.

"If you would hold hearings on such a bill, it would start a nationwide discussion as to the lack of efficiency of these commissions. The commissioners never hold hearings. They never write opinions. It seems to me their usefulness is pretty largely confined to talk and telling somebody else what to do. . . . Of course it [the bill] should have one special provision, namely, that none of the present commissioners should ever be permitted to serve either as a director or on the Communications Court of Appeals. That might even apply to past commissioners, too."

Sen. Magnuson attached added importance to the new bill because it was proposed by Sen. Dill, who played a large roll in the establishment of the FCC. Sen. Dill served in the House from 1914-1919 (he was defeated in the 1918 election) and in the Senate from 1922 to March 1935.

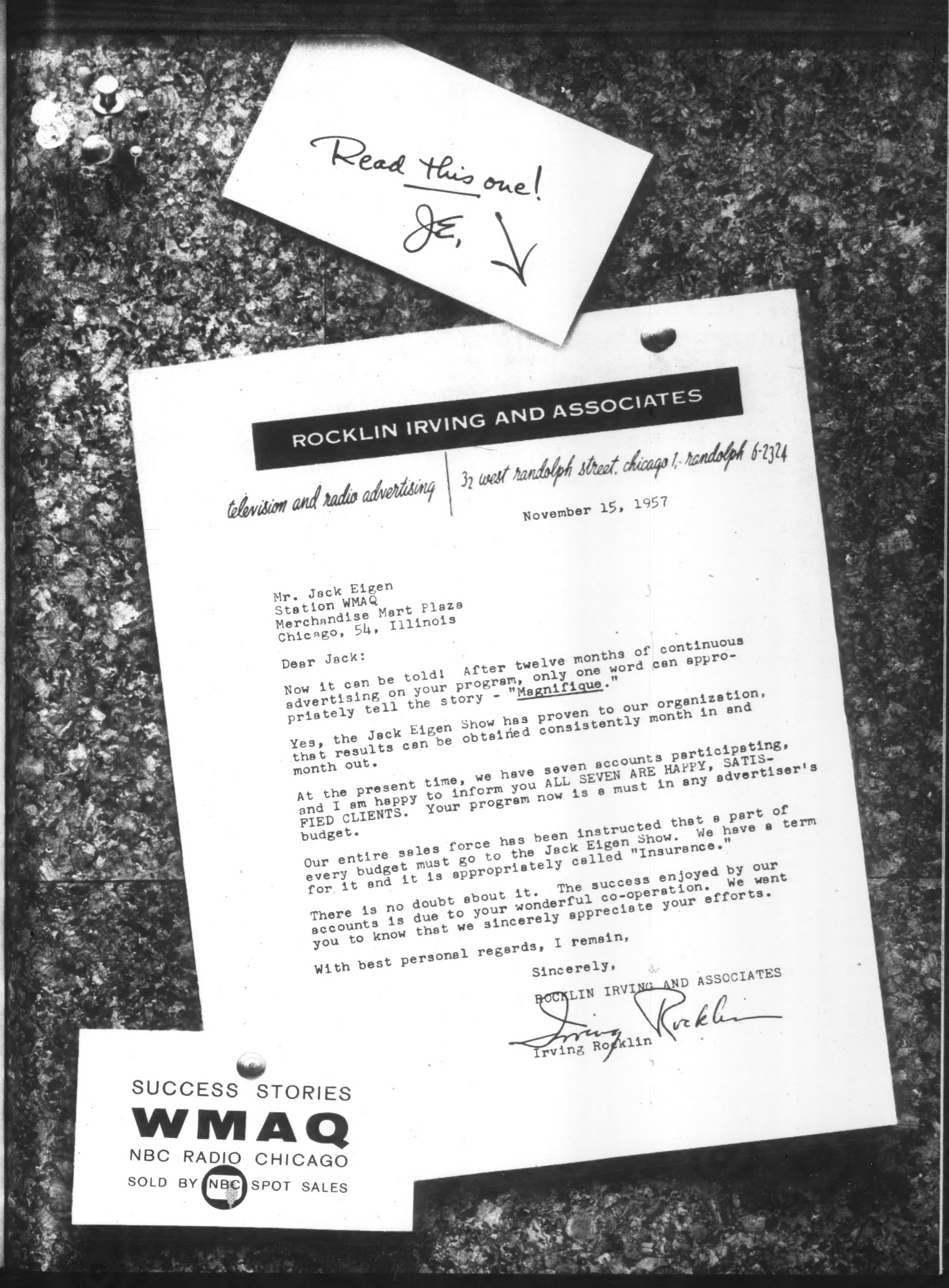
A second bill, also drafted and under consideration by the Senate committee, would make uniform the laws covering the FCC, ICC, FTC, FPC, and CAB with respect to the termination of office of commissioners and authority for their removal.

Under this bill, commissioners would continue in office until their successors had been appointed and duly approved by the Senate. It also provides that any commissioner may be discharged from office by the President for inefficiency, neglect of duty or malfeasance in office. The acts establishing the ICC and FTC already contain both the above clauses and the CAB Act contains a removal provision. Neither of the provisions currently is covered by the Communications Act.

Unlike the "ripper" bill, this bill has been circulated among members of the Commerce Committee and a majority of them have reacted favorably. However, the bill calling for the abolition of the FCC would supersede the second bill.

THE FCC: PROBED AND PROBING

Harris continues influence investigation
FCC acts to reopen Miami ch. 10 case
President appoints Mack's replacement



Read *this* one!

JE.

ROCKLIN IRVING AND ASSOCIATES

television and radio advertising | 32 west randolph street, chicago 1, randolph 6-2324

November 15, 1957

Mr. Jack Eigen
Station WMAQ
Merchandise Mart Plaza
Chicago, 54, Illinois

Dear Jack:

Now it can be told! After twelve months of continuous advertising on your program, only one word can appropriately tell the story - "Magnifique."

Yes, the Jack Eigen Show has proven to our organization that results can be obtained consistently month in and month out.

At the present time, we have seven accounts participating, and I am happy to inform you ALL SEVEN ARE HAPPY, SATISFIED CLIENTS. Your program now is a must in any advertiser's budget.

Our entire sales force has been instructed that a part of every budget must go to the Jack Eigen Show. We have a term for it and it is appropriately called "Insurance."

There is no doubt about it. The success enjoyed by our accounts is due to your wonderful co-operation. We want you to know that we sincerely appreciate your efforts.

With best personal regards, I remain,

Sincerely,

ROCKLIN IRVING AND ASSOCIATES

Irving Rocklin

Irving Rocklin

SUCCESS STORIES

WMAQ

NBC RADIO CHICAGO

SOLD BY NBC SPOT SALES

They're still picking up the pieces

As Sen. Magnuson prepared to throw more fat onto the FCC fire (story page 44), reverberations of the original controversy continued to echo around Washington.

On Capitol Hill the House Oversight Subcommittee pursued its investigation into the strange finances of ex-Comr. Richard Mack and the behavior of others involved in the Miami ch. 10 case.

At the FCC itself, that embattled body elected to recall the Miami case, on which Mr. Mack is alleged to have sold his vote, for another look. It asked the Court of Appeals, which currently has the case on appeal, to give it back (see page 52).

And at the White House, President Eisenhower named a career government employe, the State Dept.'s John Cross, to succeed Mr. Mack as an FCC member (see page 54). His nomination is due for careful scrutiny.

OLD WITNESSES TESTIFY AGAIN, NEW NAMES ENTER MIAMI CASE

The House Legislative Oversight Subcommittee, in its investigation of the FCC's grant of ch. 10 Miami to National Airlines, last week recalled three star witnesses but failed to uncover any substantially new information. Two other witnesses, however, threw new names into the growing hopper of those who played behind-the-scenes roles in the controversial case.

Last week's witnesses making their second appearances were ousted FCC Comr. Richard A. Mack, Miami attorney Thurman A. Whiteside and losing ch. 10 applicant Col. A. Frank Katzentine. Frank W. Miller, board chairman of Headley-Reed Co., and Alfred I. Barton, executive vice president of the exclusive Miami Surf Club, made their first subcommittee appearances after their names had been linked to the case by previous testimony.

In other ch. 10 developments, the Commission made a move to reopen the case (see page 52); a Federal Grand Jury continued its own investigation of the Miami grant as well as a second FCC action; Rep. William C. Cramer (R-Fla.) introduced still another measure (HR 11249) which would prohibit the using of improper methods to influence the FCC and repeal commissioner's authority to accept honorariums.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, hopes to complete the testimony in the ch. 10 case this week. Today's (Monday's) first witness will be Col. Gordon Moore (President Eisenhower's brother-in-law), the alleged behind-the-scenes "engineer" of the National application. Col. Moore has denied participating in the case in any way.

Following Col. Moore to the stand, but not necessarily in the order listed, will be Downey Rice, former FBI agent who wrote a letter involving Vice President Richard M. Nixon's office in the ch. 10 activities; John Knight, winning applicant of ch. 7 in Miami; Lou Pollar, broadcaster and advocate of pay tv; Harry McDonald, a close friend of Col. Katzentine who reportedly stated he "might be able to pull [Col.] Moore off of helping Baker [National president] or at least find out whether Moore was actually helping Baker"; Harry Plotkin, Washington attorney practicing before the FCC and former FCC and Senate Commerce Committee counsel; George C. McConnaughey, chairman of the Commission at time of February 1957 grant of ch. 10 to National, and current members of the Commission who voted in the Miami case. All of this week's witnesses have been prominently mentioned in previous testimony.

After the ch. 10 case is finally concluded, Rep. Harris indicated the commissioners will again be called on misconduct charges made against them by Dr. Bernard Schwartz, former chief counsel of the committee. Commissioners facing such charges are Rosel Hyde, Robert T. Bartley and Robert E. Lee. FCC Chairman John C. Doerfer already has been confronted with the charges against him [GOVERNMENT, Feb. 10] and Comrs. T. A. M. Craven and Frederick Ford have not been accused of any wrongdoing.

Mr. Mack, who resigned a fortnight ago [GOVERNMENT, March 10] under impeachment threats, returned to the subcommittee stand Wednesday. With a privately-expressed feeling of "Why kick a man when he is down?", subcommittee members were more than friendly in their questioning. Mr. Mack had been accused of pledging his vote to National and of allowing unauthorized persons to discuss the case with him.

He was unable to shed any additional light on his financial dealings with Mr. Whiteside or two Miami insurance agencies —Stembler-Shelden Inc. and Andar Inc.— in which he was given ownership interests. Mr. Mack repeatedly told the subcommittee that all his financial records were in the custody of the Justice Dept. and were not available to him.

A complete list of Mr. Mack's bank deposits, as compiled by the subcommittee's staff, during the time he served on the FCC was entered into the record. They covered deposits made in the First National Bank, Coral Gables, Fla., and the Munsey Trust Co., Washington. The compilation showed that Mr. Mack had deposited $79,608 from May 27, 1955, to Feb. 28, 1958, and the source of $7,986 could not be determined. (See the box on page 50 for the total deposits, and their sources, of Mr. Mack).

Mr. Mack told the subcommittee his income tax returns, which have been requested by the investigators, also would not show the source of the unidentified $7,986 in income.

The Commission's grant of ch. 12 Jacksonville, Fla., was thrown into the proceedings when Rep. Morgan Moulder (D-Mo.) asked Mr. Mack if he had been contacted regarding this case by Mr. Whiteside. Rep. Moulder said he was interested because the grant went to Florida-Georgia Tv Co. (WFGA-TV), in which Mitchell Wolfson has an interest. The ch. 12 grant, like the Miami decision, reversed an opinion of a hearing examiner. Mr. Wolfson also had an interest in a losing Charlotte, N. C., tv application and Mr. Mack admitted talking to Mr. Whiteside regarding this case.

Mr. Mack, however, denied that Mr. Whiteside approached him about the Jacksonville case. He said that he was "bothered" but not "pressured" by many in the Miami case. "It's pretty hard to slam the door on a friend," Mr. Mack explained in telling the subcommittee that he had known some of the people involved for "years and years."

If he had it to do over again, Mr. Mack said "I wouldn't vote at all" on the ch. 10 case. Later, however, he stated it was his responsibility to vote and that was what he was being paid for. "That was his decision," Mr. Mack said when it was pointed out Comr. T. A. M. Craven abstained from voting in the 4-1-1 decision.

Mr. Mack denied that there was a set

MACK MEETS KATZENTINE

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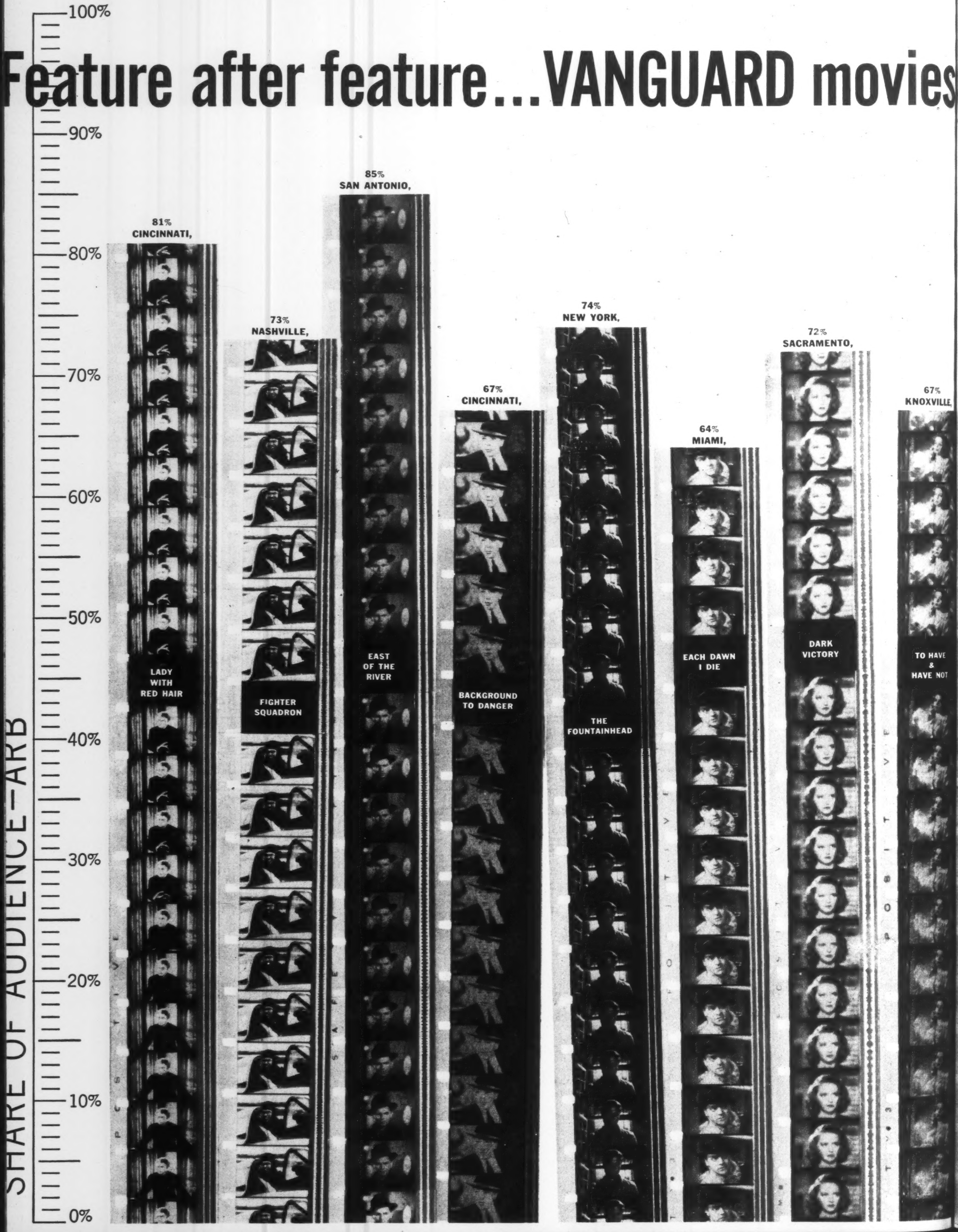

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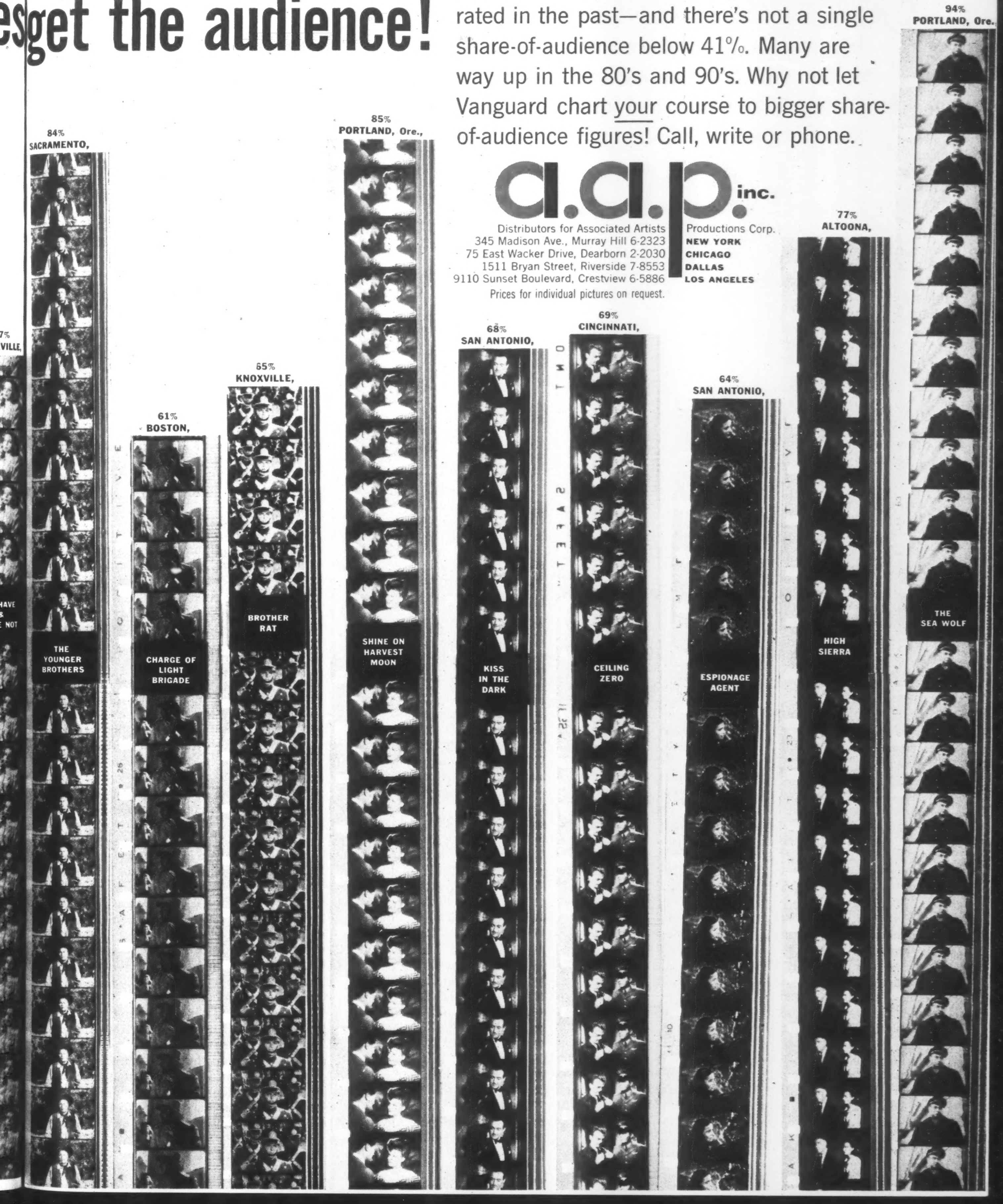


"pattern" of Commission votes and that certain commissioners always voted together. When first appointed to the FCC, he testified, a study conducted by his office of Commission votes of the previous year pointed out the fallacy of this conclusion.

The jobless ex-commissioner issued a general denial that any outside influence had been brought against him in any other FCC decision. He then, in answering specific questions, denied the existence of any "pressures" in Boston, Indianapolis, Sacramento, Calif., and Jacksonville tv grants.

When Mr. Mack was excused from the witness stand, he invited Rep. Harris to visit him if the committee chairman ever came to Miami. Rep. Harris did not give any indication that he heard the invitation.

Mr. Mack also faces possible quizzing by the Florida Railroad & Public Utilities Commission, a body he formerly headed, on another loan he received. Sidney Alterman, a Miami trucker, has claimed that in 1954 he loaned Mr. Mack $600 which was never repaid. The Florida Commission, which has no power to compel Mr. Mack to appear, has nevertheless asked him to explain the circumstances.

MACK'S MONEY DEPOSITS* BETWEEN MAY 27, 1955-FEB. 28, 1958

	1955	*1956*	*1957*	*1958*	*TOTAL*
SALARY	$ 5,530.96	$12,962.87	$13,067.88	$3,711.24	$35,272.95
LOANS: Bank	2,006.70	5,447.00	5,244.13		12,697.83
Personal	1,000.00	1,050.00	4,350.00	300.00	6,700.00
Insurance		500.00		322.23	822.23
RETIREMENT FUND— Florida RR & PUC	3,130.29				3,130.29
TRAVEL EXPENSE		157.75	58.75		216.50
RENTAL—Coral Gables House	650.00	2,825.76	2,456.95	500.00	6,432.71
G. C. Stembler Ins. Agency Inc.	4,000.00				4,000.00
Stembler-Shelden Ins. Agency Inc.		750.00			750.00
Andar Inc.			1,600.00		1,600.00
Unidentified	550.00	3,063.25	4,160.00	213.00	7,986.25
TOTAL	$16,867.95	$26,756.63	$30,937.71	$5,046.47	$79,608.76

*In First National Bank of Ft. Lauderdale, Fla., and Munsey Trust Co., Washington.

Mr. Whiteside again was questioned at length about his financial relations with Mr. Mack and he, too, pleaded all records were in the hands of the grand jury. After nearly an hour's questioning of the witness, Rep. John Moss (D.-Calif.) gave up in utter frustration and said the financial picture steadily was becoming "more and more confusing."

Rep. Moss said that if the subcommittee was ever to know the "true facts" it would have to examine all the books involved in the Mack-Whiteside dealings. This could raise a rather important question of authority as some sources have indicated the Justice Dept. and grand jury are going to be "reluctant" to make the files they now have available to the subcommittee.

The congressman also said testimony indicates Mr. Mack was given $1,250, previously undisclosed, as a credit by Mr. Whiteside through the insurance firms. He said there also were "indications of additional loans" made to Mr. Mack by Mr. Whiteside.

Mr. Whiteside explained the $1,250 was credited to Mr. Mack's insurance account. The money was for some research work done by the agency but Mr. Whiteside did not indicate whether Mr. Mack assisted in the research.

For the first time, Mr. Whiteside explained the "formula" whereby Mr. Mack earned income from Stembler-Shelden and Andar Inc. He said Mr. Mack received approximately one-half on the commissions on business secured from leads furnished by Mr. Mack. Also, Mr. Whiteside directed commissions Mr. Mack's way on business he (Whiteside) secured for the agencies. He said he had not loaned the ex-commissioner any money since Mr. Mack's resignation from the FCC two weeks ago.

The witness told the subcommittee that after Mr. Mack renounced his one-sixth interest in Stembler-Shelden, the stock reverted to its original owner, Mr. Whiteside. However, Mr. Whiteside testified, Mr. Mack still owns all the stock in Andar Inc. Earlier, Mr. Mack stated he also had renounced his ownership in Andar.

In a direct conflict of the testimony given by George T. Baker, National Airlines president, Mr. Whiteside repeated that he had lunch with Mr. Baker to discuss the National ch. 10 application. Mr. Baker had denied any such luncheon took place and claimed he talked to Mr. Whiteside only for five minutes in his (Whiteside's) office.

Mr. Barton, who was brought into the case during Col. Katzentine's first round of testimony, followed Mr. Whiteside to the stand. Mr. Katzentine had stated Mr. Barton told him Col. Moore was "engineering this application for National Airlines and that they were sure to win."

Actually, Mr. Barton said, this was "a misinterpretation of facts." He said he told Col. Katzentine of a conversation with Dean Murphy regarding the ch. 10 infighting. Mr. Murphy said that he thought National was going to get the channel according to Mr. Barton; that Mr. Baker had influential friends and that "even the President's brother-in-law (Col. Moore)" was a visitor in the Baker home. He denied, however, that Mr. Murphy stated Col. Moore was "engineering" the National application.

Mr. Barton also brought the name of former Defense Secretary Charles Wilson into the hearings. He said that Col. Katzentine asked him to call Secretary Wilson, a vice president of the Surf Club, about the ch. 10 case and that he refused to do so.

Identifying the "powerful Republicans" he had called in Washington, Mr. Barton said he talked to Floyd Akers, Washington Cadillac dealer on the ch. 10 matter. "I don't know if he is a powerful Republican or not," Mr. Barton told the subcommittee in explaining Mr. Akers is the only man he knows who is familiar with the Washington scene. "He (Akers) happens to be familiar with members of Congress because he sells Cadillac automobiles," Mr. Barton told the subcommittee.

Mr. Miller entered the name of still another prominent member of Congress—House Minority Leader Joseph Martin (R-Mass.)—into the proceedings. Also a member of the Miami Surf Club, Mr. Miller said he asked Rep. Martin for "information" on the ch. 10 case but did not get any. The Headley-Reed chairman also testified he talked to Eddie Higgins, administrative assistant to Sen. Theodore Green (D-R. I.), about the ch. 10 case.

Later, during Col. Katzentine's testimony, the following telegram from Mr. Miller to Col. Katzentine, dated Oct. 5, 1955, was entered into the record:

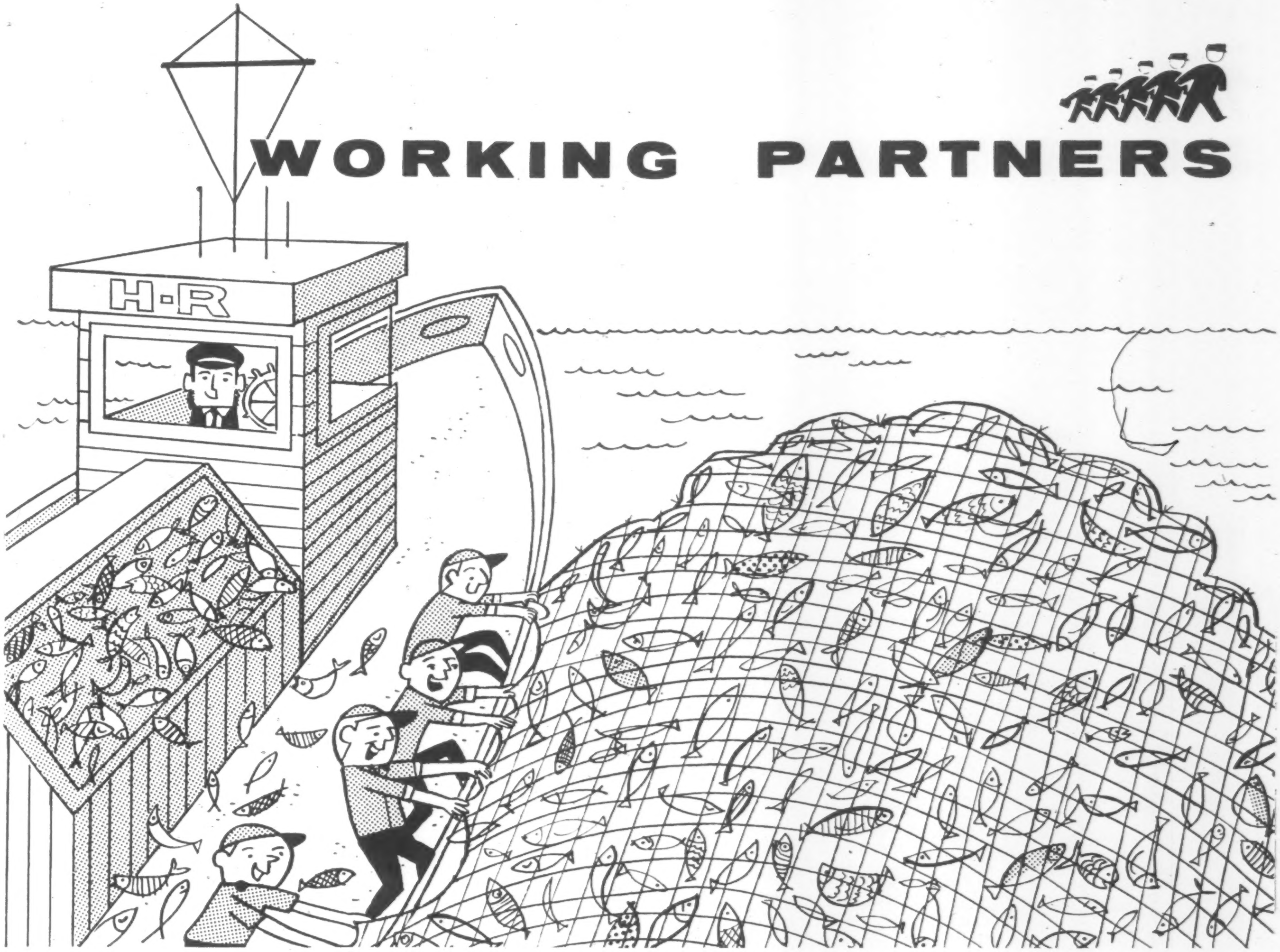
> "NO DEFINITE NEWS YET BUT MAKING PROGRESS. EDDIE HIGGINS . . . WILL CALL YOU UPON ARRIVAL, ANKARA MOTEL, MIAMI, TOMORROW. JOE [REP. MARTIN] IS GOING RIGHT DOWN LINE FOR US. HOPE HAVE WORD BY MORNING. EVERYONE DETERMINED TO BEAT THIS CASE AND AM GIVING ALL MY TIME TO IT. TELL UCOLA [MRS. KATZENTINE] DON'T WORRY WE HAVE GOT TO WIN. WILL CALL YOU TOMORROW UPON RECEIPT OF FINAL WORD."

Mr. Miller said his interest in the case was very simple—at that time Headley-Reed represented Col. Katzentine's radio station, WKAT. He said that neither Rep. Martin nor Mr. Higgins ever reported back to him.

Col. Katzentine read a strongly-worded 23-page statement defending his actions and just as strongly attacking the procedures of Mr. Baker and Alexander Hardy, National senior vice president in Washington. "Since there have been many allegations and statements designed to reflect upon my personal character and reputation as well as my operation [of WKAT], I feel it necessary to . . . put in perspective my activities in the ch. 10 case and refute some of the scandalous and slanderous charges that have been directed at me personally," Col Katzentine stated. He continued:

"The charge in this proceeding by Baker and Hardy that I have consorted with hoodlums, aided gamblers and perjured myself is wholly false and they both know it. I feel I am entitled to say this although I do not like to use epithets in a public proceeding. Further, the individuals who are the authors of these calumnies are, in my opinion,

WORKING PARTNERS



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desperate men who have by this conduct alone demonstrated their unfitness to be custodians of an important facility of mass communication. . . .

"Certainly, I cannot be expected to stand mute in the face of such reckless abuse of my personal reputation and I suggest that the committee may want to weigh the credibility of Baker and Hardy on other matters in the light of this unsupported personal attack on me.

"Hardy and Baker have falsely asserted I perjured myself. . . . This claim, when compared with the facts of record . . . shows the depths to which National has stooped before this committee to vilify me in order to distract your attention from the real purpose of this investigation. . . .

"While Baker and his associates have used this committee as a forum for the vilification of myself, my associates and, indeed, this committee's investigatory staff, at the same time, they have protested loudly their own purity and utter innocence of any improper activities. But the fact is that both their defamatory attacks upon me and their protestations of innocence are belied by their own admissions before this committee. . . .

"The simple truth is that Mr. Baker is pleading exoneration of his personal involvement because he got from Whiteside and Comr. Mack for nothing the very results for which he was prepared to pay $10,000. . . .

"I leave it with this committee to judge whether Baker told the truth when he said my charges about National's relations with Comr. Mack were 'false and baseless'. . . ."

Col. Katzentine also attacked the actions of Mr. Baker in the operation of National Airlines in what he termed "callous and arrogant disregard" of the public. He charged National had willfully violated the law in at least three instances and that Mr. Baker had made conflicting statements before the CAB and FCC.

He denied he contacted Mr. Mack in Florida just prior to Mr. Mack's appointment to the Commission, as had been testified earlier. He repeated several times, in answering questions, that he never asked Comr. Mack or any other commissioner to vote for WKAT. His only goal, Col. Katzentine stated, was to get Comr. Mack "released" from any commitment he might have.

Prosecution of his ch. 10 application had cost "well in excess of $100,000," Col. Katzentine told the subcommittee. Rep. Robert Hale (R-Me.) entered several letters into the record written by or to Col. Katzentine and relating to efforts on behalf of his tv application. One mentioned the name of Dave Beck, former international president of the Teamsters Union, in connection with assistance in gaining Senate approval of George C. McConnaughey's nomination to the FCC.

Friday, Rep. Harris entered into the record his reply to a letter from Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee [GOVERNMENT, March 10]. At the request of Sen. Magnuson, his letter also was made a part of the record.

Rep. Harris said that the subcommittee "welcomes any information that you or any other senator can give that would be helpful in the course of our investigation. The subcommittee desires to give you or any of the senators whose names have been mentioned in the course of the hearings full and complete opportunity to appear personally and to provide any further information that you might desire.

"The subcommittee very greatly appreciates your interest in this all important investigation.

Sen. Magnuson had written Rep. Harris on behalf of the other senators explaining the role they had played in the ch. 10 case and offering "full cooperation" and any additional information desired by the subcommittee.

However, despite repeated demands by Republican members of the subcommittee for personal appearances by the senators, there is little chance this will transpire. House Speaker Sam Rayburn (D-Tex.) already has stated the senators would not be invited to testify personally.

During a March 9 appearance on *Youth Wants To Know*, Rep. Harris indicated his subcommittee probably will issue an interim report after completing hearings on ch. 10 case. He also said the committee is considering several forms of legislation to rectify the FCC situation.

These include proposals that the chairmanship of the FCC be rotated among the commissioners with the President having no authority to designate the chairman; that a code of ethics be adopted by the Commission, and that a provision be made for removal from office of a commissioner.

He also told his youthful interrogators: "There should be some serious question raised as to whether a member of Congress should pass on legislation which would seriously affect some enterprise in which he had some interest. . . . I think it is a question that each one will have to settle in his own manner." However, Rep. Harris denied that he sold his one-fourth ownership in KRBB (TV) El Dorado, Ark., because "I thought it was wrong."

On the court front last week, the Federal Grand Jury held three days of highly-secret proceedings regarding the FCC matter. Last Tuesday, an FBI agent and H. Earl Barber, Mr. Mack's legal assistant at the FCC, testified on the ch. 10 case.

Wednesday and Thursday, the jury called further unidentified witnesses for testimony regarding a second, still unannounced Commission action under Justice scrutiny [AT DEADLINE, March 10]. The records turned over to the Grand Jury by Mr. Whiteside have been impounded for a "detailed examination by the FBI."

FCC ASKS COURT OF APPEALS TO SEND BACK CH. 10 CASE

The FCC last week asked the U. S. Court of Appeals to return the Miami ch. 10 case so it could reconsider its Feb. 7, 1957, grant of the vhf channel to a National Airlines' subsidiary—amid widespread speculation that it might throw the Miami channel up for grabs.

In a formal motion to the District of Columbia circuit court, the FCC asked that the four separate appeals be remanded for reconsideration.

The Commission said that since the filing of the appeals, "public charges have been made in the course of a Congressional investigation that one of the Commissioners who participated in the proceedings before the Commission, but who has since resigned should have disqualified himself."

Comr. Richard A. Mack resigned from the FCC two weeks ago under fire.

The Commission also said:

"Additionally, matters have been brought out in the course of these investigative proceedings indicating that some of the applicants for a construction permit on channel 10 in Miami, including the grantee, may have conducted themselves in the furtherance of their applications in a manner which might affect the Commission's basic determinations in the comparative proceeding. The legislative investigation is still in process, and, it is understood, an investigation into certain elements of the proceeding is also being currently conducted by the Department of Justice."

The Commission's motion came as similar legal steps were being considered by A. Frank Katzentine (WKAT Miami Beach), one of the losers in the controversial ch. 10 case, and by George T. Baker, National Airlines' president.

Mr. Baker said that if the Commission had not acted, he would have moved for reconsideration of the grant. "We are preparing papers asking them to reconsider," he said last Thursday. "We want this clean. We want it all to come out in the record."

The FCC action was taken just days before its brief in the cases was due.

The appeals are by WKAT against the Commission's 1957 grant to National Airlines, and refusal to reconsider, and by Eastern Airlines which was denied the right to participate in the hearing.

The Commission's move came as the House Oversight Committee was continuing its investigation into the financial relations between Miami attorney Thurman Whiteside and Mr. Mack (story page 50). A federal grand jury is also looking into the case.

Basis for the filing, it is understood, was the requirement that FCC General Counsel Warren Baker, as an "officer of the court," bring to the attention of the court the allegations brought to light during the House committee's investigation.

This is believed to be the first time the FCC has asked to have a case remanded under such serious circumstances. Several years ago the Commission asked to have a Grand Rapids television protest case re-

Interview: Jack Canning

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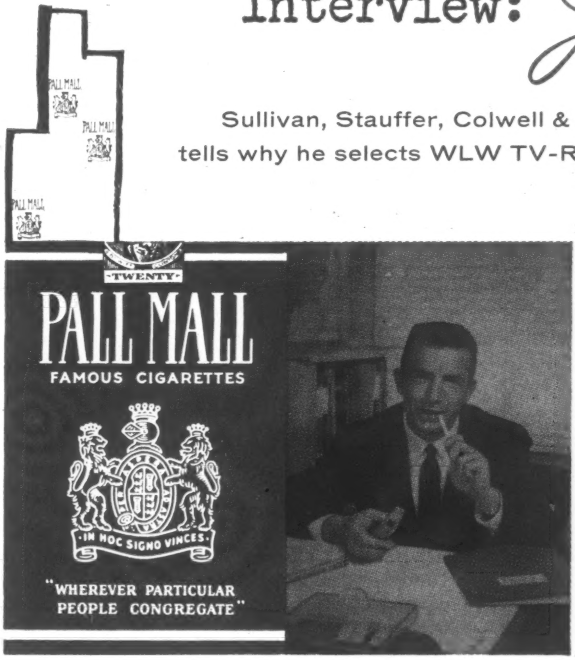
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IN HOC SIGNO VINCES
"WHEREVER PARTICULAR PEOPLE CONGREGATE"

"Sure, I buy time for PALL MALL Famous Cigarettes on the Crosley Stations because their greater length of audience filters commercials farther into smooth pleasure for advertisers."

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"Outstanding—and that's putting it mildly!"

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Call your WLW Stations Representative . . . you'll be glad you did!

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WLW-A Television Atlanta

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manded when it reconsidered its refusal to give the protestant standing. This is the Versluis case.

It was pointed out that the court has remanded cases whenever any "material" change has taken place among the litigants. For example several years ago the court remanded the Fort Wayne tv case when Paul McNutt, one of the principals of the losing applicant, died before the court decided the litigation.

The court is expected to accede to the request to remand—although it can if it decides refuse to do so.

This will place the ch. 10 Miami case in the same position it was before the appeal and before the Commission's denial of the requests for reconsideration and intervention.

The ch. 10 grant reversing an initial decision was made by four commissioners favoring National Airlines subsidiary Public Service Tv Inc. (Comrs. McConnaughey, Doerfer, Lee and Mack), with one commissioner voting for WKAT (Comr. Bartley) and one for WCKY Cincinnati (Comr. Hyde). Comr. Craven abstained. Also an applicant is North Dade Video Inc., local businessmen. Hearing Examiner Herbert Sharfman favored WKAT in a 1955 initial decision.

The weeks prior to the final FCC decision saw Eastern Airlines seek to intervene, on the ground that National Airlines should not be permitted to operate a tv station. Sen. A. S. (Mike) Monroney (D-Okla.) also attacked the prospective grant on the same grounds.

The Commission was extra cautious in discussing what it might do when the case was remanded.

Here is what the Commission said:

"None of the matters referred to above have been presented to the Commission by petition or affidavit. The Commission is thus not in a position to state whether any changes in its previous determinations in this proceeding may be necessary or appropriate. The Commission is, however, of the definite view that the public interest requires that the proceeding be reopened so that it may explore, by whatever manner may prove appropriate, these and any other relevant matters of substance relating to the public interest considerations affecting the operation of Television ch. 10 in Miami.

"The Commission wishes to make clear that it is not presently in a position to advise the Court of the exact nature of the further proceedings with respect to ch. 10 in Miami which may prove to be required or appropriate. Determination of the appropriate procedural steps to be taken in reconsidering the Commission determinations in this proceeding would have to be made by the Commission in the light of future developments and after affording all interested parties full opportunity to state their views. Such parties would, of course, retain full rights to seek court review of any adverse determinations."

Nominee Cross: 'Clean as a hound's tooth'

For a "country boy," 53-year-old John Storrs Cross, nominated last week by President Eisenhower to succeed FCC Comr. Richard A. Mack, has gotten around.

Capt. Cross (World War II Navy rank) likes the rural appellation and uses it constantly in referring to himself. But it's hardly an apt description for this blunt-spoken engineer who was born in Birmingham in 1904 and who has represented the U. S. at international conferences in Geneva, Ottawa, Mexico City, Warsaw, Goteberg and The Hague.

He does call Eureka Springs, Ark., in the storied Ozarks, home and this might bolster the "country boy" reference. At least he has the unanimous backing of the Arkansas congressional delegation (Rep. Oren Harris called the nomination a "good" one and expressed the feeling that the nomination was "good judgment" on the President's part).

Capt. Cross goes before the full Senate Commerce Committee March 26 at 10 a.m. (There's likelihood of a 10-day postponement because of the customary Easter recess.) Because of the circumstances of Mr. Mack's resignation and the House committee's FCC investigation, the Senate confirmation hearings are likely to be intensive.

"I may not be too smart," Capt Cross said last week, "but I'm awful clean." The gray-eyed State Dept. official (he's assistant chief of State's Telecommunications Div.) uses homespun phrases like that. It is common knowledge that he was considered for the very vacancy to which Comr. Mack was appointed three years ago, and again when Comr. T. A. M. Craven was named in 1956.

Those who have worked with John Cross at international conferences have a high regard for his toughness in the delicate area of diplomatic negotiations. A far cry from the stereotyped, striped-pants, umbrella-carrying State Dept. functionary, the FCC commissioner-designate has been called "dynamic," "independent-minded" and "forceful." He also has been described as "opinionated." But all who have worked with him agree that he is not soft. No give-away champion, he has been, it is understood, among the most adamant in resisting pressures for the U. S. to yield portions of the radio spectrum to other nations.

He has worked with the FCC since 1946 when he was appointed to his present post. Two of the FCC commissioners have been particularly close to him through the international conferences which he and they have attended. They are Comrs. Rosel H. Hyde and T. A. M. Craven.

Capt. Cross is a registered Democrat—although not active politically. The appointment of a Democrat is required since the Communications Act makes the FCC bi-partisan; there are already four Republicans on the Commission (Chairman John C. Doerfer, Mr. Hyde, Robert E. Lee and Frederick W. Ford). Comrs. Robert T. Bartley and Mr. Craven are Democrats.

JOHN STORRS CROSS

Capt. Cross received his electrical engineering degree from Alabama Polytechnic Institute in 1923. He worked for the Studebaker Corp. for a year. He sold stocks and bonds for two years. He built five and ten cent stores throughout the midwest as construction superintendent for S. S. Kresge Co. He was an engineer with the South Carolina and Michigan state highway departments from 1927 to 1931.

At the age of 25, Capt. Cross made up his mind to make a million dollars and retire at 30, the *New York Times* said in a profile on the new FCC nominee last week. In 1929 he was riding high on the bull market and already had $100,000, when the stock market crash wiped him out, changed his plans and started him looking for another career. "It was like dice-game money—easy come —and it all went out in a hurry," he was quoted by the *Times*.

In 1931 he settled down. For the next ten years he was with the National Park Service, a part of the Interior Dept. He built everything, from dams to roads. He served in San Francisco and at the Hot Springs National Park in Arkansas. He left the Park Service as assistant chief of engineering.

Capt. Cross put on Navy blue in 1942. As a communications line officer in the Bureau of Naval Operations in Washington, he saw active duty in the Pacific and on four continents building a world-wide communications system. When he took off his uniform in 1946, he joined the State Dept. in his present position.

Capt. Cross' international meetings run the gamut, beginning with his chairmanship of the U. S. delegation to the 1947 New York and New London meetings on Marine

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RALPH BELLAMY
AND MANY OTHERS!

The perfect package for strip programming with these other top-rated Screen Gems anthologies:

CELEBRITY PLAYHOUSE
(39 half-hours)

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TOP PLAYS
(44 half-hours)

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HOUSTON
1502 Latexo Drive
Jackson 8-5257

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1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
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TORONTO
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WHAT CONSPIRACY?

What governs music selection on radio? To get the answers to that question BROADCASTING asked leading disc jockeys attending the Storz Stations convention 10 days ago to fill out a special questionnaire. Here are the answers:

QUESTION 1: Of the following, which are the two most important factors in the selection of music on your programs?

	Number of Mentions	Percent of Total Mentions
Best seller lists (Top 20, Top 30, etc.)	**52**	**54.7**
Recording artists	**33**	**34.7**
Listeners' requests	**16**	**16.8**
Personal calls by representatives of publishers, recording artists, writers, record companies, etc.	**3**	**3.2**
Promotional literature received through the mail	**1**	**1.1**
Your personal music tastes	**48**	**50.5**
Directives from station management	**20**	**21.1**
Forecasts of new hits	**17**	**17.9**

QUESTION 2: Does it make any difference to you, in selecting music for your programs, whether the music is licensed by the American Society of Composers, Authors & Publishers (ASCAP) or by Broadcast Music Inc. (BMI)?

Yes	**4**	**4.5%**
No	**85**	**95.5**

QUESTION 3: If your answer to Question 2 was "yes," please check below the licensing authority whose music you favor.

ASCAP	**1**
BMI	**3**

(For full report on disc jockeys' convention, see page 88.)

was wrong with a group of disc jockeys deciding to feature certain music. He asked why ASCAP doesn't have pinup sheets similar to those of BMI. He and other subcommittee members mentioned frequently the fact that only 624 broadcast stations own stock in BMI. Sen. Monroney (D-Okla.) said only 11 Oklahoma stations own BMI stock, ranging from $45 in one case up to $1,600 for WKY Oklahoma City and totaling $5,155. "I don't believe they can keep 'Surrey With the Fringe on Top' off the air," he said.

Sen. Monroney loosed a blast against ratings in which "a base of 200 guinea pigs sets the tastes for millions. The automatic mind-reading is considered the Sermon on the Mount by Madison Avenue. Artists lose their careers, composers lose music and the audience loses sanity because someone figures more soap or detergent can be sold."

Chairman Pastore insisted the committee was not interested in censorship or in setting the public's musical tastes. He referred to the suit filed by 33 songwriters against BMI in federal court, with 30,000 pages of testimony and 9,000 exhibits in the pretrial proceedings (see box, page 60).

Mr. Hammerstein, who testified Tuesday and was called by the Roosevelt subcommittee to testify Friday, told the Senate group radio and tv are needed to launch a song. He conceded 70-80% of the music on the air may be non-BMI selections. He said disc jockeys know BMI numbers "are the boss' music." He added, "The launching is what we fear," and charged broadcasters with exploiting rock and roll.

The chairman cited figures by Herman Finklestein, ASCAP attorney, showing ASCAP had 84.05% of radio performances of copyrighted works in 1955, with tv amounting to 89.64%.

Joan Whitney, composer, described an instance in which her "Man Is for the Woman Made" disappeared from performance lists because the other side of the RCA-Victor record had "The Man With the Banjo," a BMI selection promoted by a contest. Dr. Louis Picherri, music director of Providence, R. I., public schools, and Prof. Arlan Coolidge, professor of music and music chairman of Brown U., testified about the banality of rock and roll. They are from Chairman Pastore's home city.

Mr. Packard's testimony, like that of Mr. Schwartz, contained large numbers of excerpts from trade papers. These were used to show that BMI and broadcasters put pressure on disc jockeys and the power of air performances in introducing new numbers.

On questioning, Mr. Packard conceded he was being paid by SPA and that he hadn't made any sort of spot check in preparing his testimony. At one point Sen. Potter said, "I've heard 18 pages and you haven't got to the point yet." Mr. Packard said that while he hadn't made a special study, he had a friend who was a broadcaster.

When Sen. Charles E. Potter (R-Mich.) asked Mr. Packard to explain the difference between rock and roll and jazz, he said, "I don't know a thing about music." He contended a lot of rock and roll numbers have lewd lyrics, mentioning "Let the Good Times Roll" and "Hide and Seek." He described the latter as "a not very allegorical description of the sexual act in progress."

Eddy Rogers, composer, said that when he was at KOA Denver in 1950-53, Lloyd E. Yoder, manager, warned him for ignoring an order to program mostly BMI music.

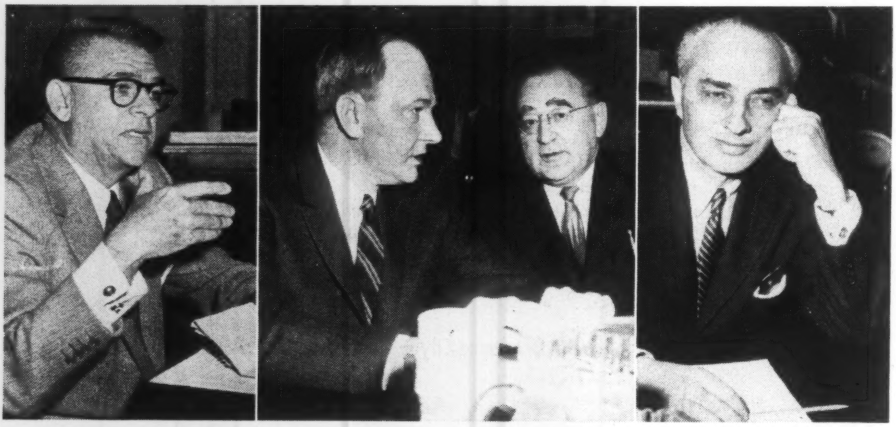
Chairman Pastore, replying to claims by Mr. Schwartz that BMI exerts pressure to obtain station performance of its tunes, said, "What if you are a good, courageous American and you have an independent station and you like to do as you please, like most of us do, and you say, 'Go fly a kite,' then what?" Mr. Schwartz replied, "Not enough people have said, 'Go fly a kite'." He described in detail some of the BMI rebate practices.

Howard Hanson, director of the Eastman School of Music, U. of Rochester, said the current rock and roll craze indicates public taste can be manipulated for selfish interests to the detriment of the public good.

Senate subcommittee hearings will resume March 19, with the SPA case expected to end the next day. Witnesses will be Mrs. DuBose Heyward, Rex Stout, Booton Herndon, Paul Creston, and Seymour Lazar, writers-composers; Mr. Schulman, and Martha Rountree Presbrey, producer and co-owner of WKTF Warrenton, Va.

HOUSE HEARING

Chairman Roosevelt of the House subcommittee caught the hearing audience by surprise in his opening statement when he said, "Even those witnesses who make the most serious complaints are hestitant about



ANTI-BMI WITNESSES *before the Pastore subcommittee last week included (l to r) songwriter Oscar Hammerstein; author Vance Packard; John Schulman, attorney for Songwriters Protective Assn., and Arthur Schwartz, ASCAP composer-producer.*

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NEW YORK · CHICAGO · ATLANTA · ST. LOUIS · LOS ANGELES · SAN FRANCISCO testifying, apparently fearing the possibility of reprisals by those who are said to control ASCAP." He explained the subcommittee is not concerned about litigation (apparently the SPA suit) "in which ASCAP members are plaintiffs."

He explained the subcommittee wants to obtain information about problems of small businessmen engaged in composing, writing or publishing music and to find out if a small group representing a few large publishers has control of ASCAP to the prejudice of hundreds of other members.

Herman Finkelstein, ASCAP counsel, opened the subcommittee's testimony with a general description of the society's operations. He detailed the formulas for distribution of funds. "Everybody who is really a professional wants to be in the organization," he said, adding there is almost no rock-and-roll in the catalog. He agreed tentatively with Rep. Roosevelt's observation that 80% of copyrighted compositions are in ASCAP's catalog, as well as a membership comprising 3,700 active, 450 non-participating and 970 publisher members.

Comparing the ASCAP and BMI payment formulas, he observed, "When a composer comes to ASCAP he really becomes a professional. Any writer who has had one song published can be a member but we would bar 'song shark' publishers. We've taken hundreds of composers from BMI after their contracts expired." He described the 2¼% blanket radio contract (minus two 15% deductions for agency fees and business costs), saying all but 30 broadcasters use this contract instead of the 8% per program fee.

Hans J. Lengsfelder, songwriter and playwright, was the first witness to attack ASCAP, charging it took three years and a consent decree to get him into the society in 1942. He testified that a "weighted vote" enables a few society members "to control the destinies and livelihood of all." He said the current basis of performance payments follows "an inaccurate and distorted logging system." A few large music publishers comprising what he called "The Power House" control ASCAP, he contended. He said he and others had been denied access to vote tabulations in violation of the bylaws and added that the 12 publisher members of the classification committee held secret meetings without minutes.

Mr. Lengsfelder complained about what he called "dry-runs" in the classification process, with large publishers picking the formula most to their liking. He made these charges:

The society keeps no public records of its proceedings, directives, meetings or deliberations; the grievance process is designed to discourage appeals rather than to provide justice; only one appeal is allowed per year though royalties are distributed quarterly; performance credits are rigged to bypass the 1950 consent decree provision that credits must be based primarily on current performances; compositions owned by board members receive greater weight than others.

The numbers owned by the "Power House" group received "1,000 times the credit received by other members for music played in exactly the same way on exactly the same program," he said.

A sampling technique used in logging radio performances drew his criticism. He said the 6 to 12 persons who work in the ASCAP logging room are not musically trained and lack other qualifications. He said large publishers get their "fabulous income" mainly from network performances where they have an advantage over other publishers. Radio and tv yield by far the major income of ASCAP, he said, but movie firms pay "ridiculously small amounts to ASCAP" because they own publishing houses represented on the ASCAP board.

Mr. Lengsfelder spoke bitterly about what he called inaccurate logging of performances of his music, charging ASCAP board members received preference in the logging. He listed network and station performances in which he received no credit. He is plaintiff in a suit filed against ASCAP Sept. 12, 1957, in Supreme Court, New York County.

'TRIAL' IN PRESS MAY PROMPT LEGAL RECOURSE

The songwriter plaintiffs in the $150 million suit against BMI, NBC and CBS must stop trying the case in the newspapers or face legal penalties, according to a ruling handed down by Harold M. Kennedy, special master in the case. The suit, which is designed to separate BMI from broadcast ownership, was filed by Songwriters Protective Assn., largely composed of ASCAP writers, in U. S. District Court, Southern New York.

The master, a former federal district judge, made these comments in a decision denying NBC a protective order preventing disclosure of material introduced in four years of pre-trial proceedings unless trade secrets are involved:

"I cannot help but feel that the plaintiffs (SPA) owe it if not to me, to the court, to desist from this continual publicity. Every time a particularly strong article appears, complaint is made about it, time is consumed in dealing with it and needless expense is incurred. Of this I make no complaint because I alone am affected by it. But the duty of counsel who have demanded a jury and who intend to try their case before a jury is, it seems to me, to guard against activities of any sort which would render such a trial a mockery.

"Therefore, I am enjoining upon counsel—all counsel—the duty to refrain from taking any steps directly or indirectly to try this case in the newspapers. If there is a breach I personally will consider such conduct a violation of the duty of good faith, which I think is the touchstone of decision in many of the problems presented by applications for discovery.

"This is the second time that I have expressed the foregoing opinion. It is quite distasteful to me to be compelled to enter an order restraining counsel or the parties from using any of the discovery material for publicity purposes. I have now come to the point, to descend to the parlance of baseball, where three strikes will be out—by which I mean that if this admonition is disregarded by any counsel in the case or the parties, I will, upon a fair showing, enter on my own motion any further order which I think appropriate."

Dissenters Speak Up to FCC On Proposals for Tv Boosters

Reply comments on the FCC's proposal to establish an on-channel booster service for tv have been received by the Commission and while there were numerous voices raised in favor of the repeater stations there was also more than one dissent. In original comments filed earlier [GOVERNMENT, Jan. 20], the only negative vote on a booster service was registered by the National Community Tv Assn., spokesman for most of the nation's 500-odd antenna system operations. This time NCTA was not alone.

Jerrold Electronics Corp. declared its opposition to boosters for numerous reasons, including the opinion that adoption of the FCC proposals could pave the way for monopoly by major market stations. Stations lashing out against a booster service included WCOV-TV Montgomery, Ala.; WARD-TV Johnstown, Pa.; WPBN-TV Traverse City, Mich., and KMJ-TV Fresno, Calif.

It was requested that action on boosters be deferred until after the publication of the TASO report, scheduled for later this year.

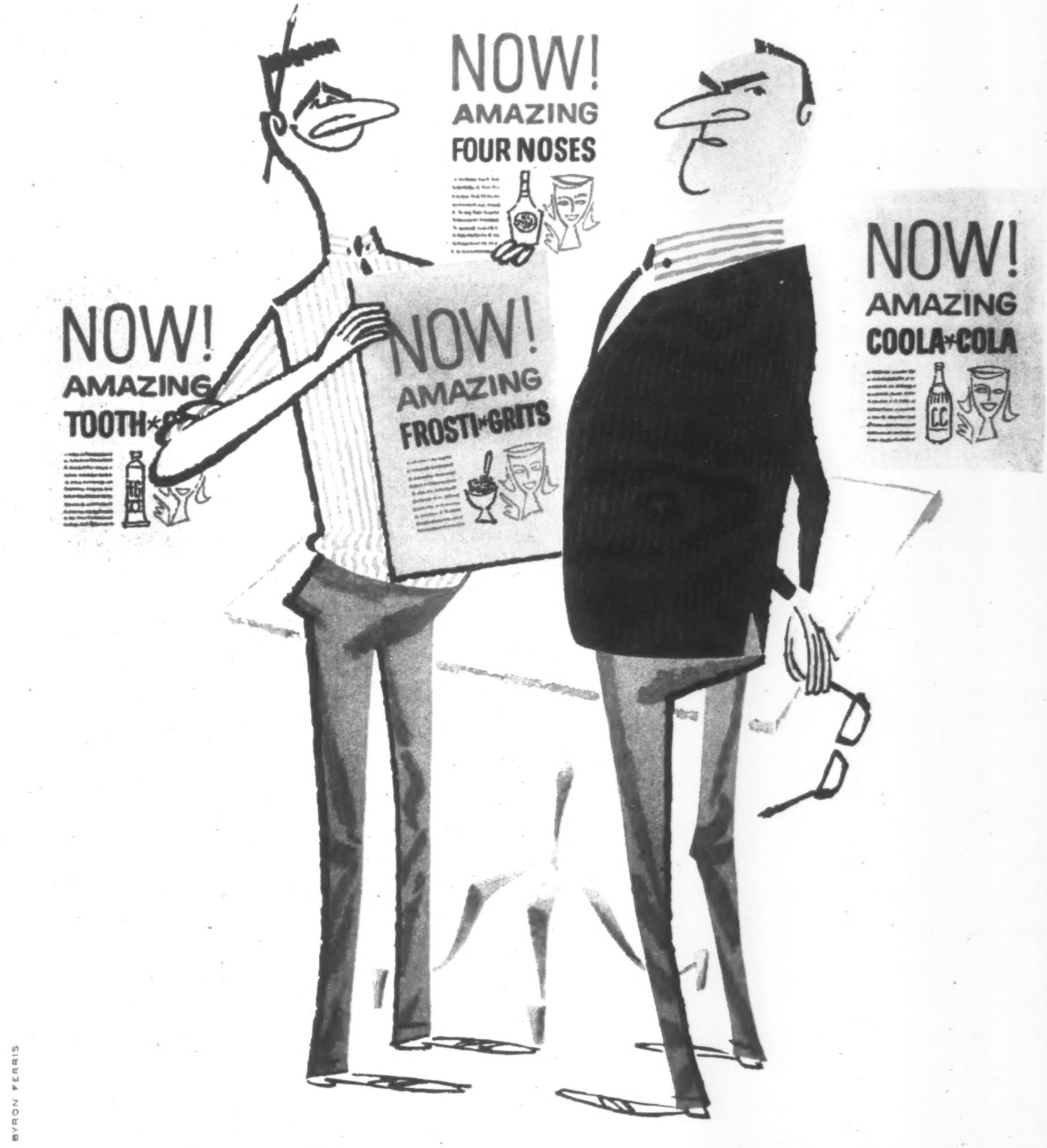
Among others outspoken in opposition to boosters were: Shirley Basin Transmission Co., Mesa Microwave Inc., New York Penn Microwave, Southwest Texas Transmission Co., Carter Mountain Transmission Corp., Valley Microwave Corp., Inland Microwave Co. and Collier Electric Co. These are all microwave systems feeding signals to community tv systems.

In favor of a booster service were Aeronautical Radio Inc., Joint Council on Educational Television, WFRV-TV Green Bay, Wis., WPTV (TV) West Palm Beach, Fla., and WKRG-TV Mobile, Ala.

The Assn. of Maximum Service Telecasters, stated that "the Commission's rules must establish a feasible and effective method of protecting co-channel and adjacent channel stations from repeater interference."

The Commission originally issued its proposed rule-making on boosters—there seem to be literally hundreds of them, unlicensed, mostly in the northwestern U. S.—last July. The proposal suggested limiting on-channel boosters to 1 w, requiring prevention of interference to other services and requiring the use of automatic devices to prevent malfunction. It also proposed that repeaters must prevent interference to other stations but not receive protection from interference themselves.

The FCC has been upheld legally in its order that boosters be licensed, but despite its authorization of translator stations two


NOW!
AMAZING
FOUR NOSES
NOW!
AMAZING
COOLA*COLA
NOW!
AMAZING
TOOTH*P
NOW!
AMAZING
FROSTI*GRITS
BYRON FERRIS

as impossible as trying to sell Portland without

KPTV channel 12 NBC

An artist needs more than one layout in his bag of tricks, but smart media buyers need know but *ONE television station* to sell Oregon and Southwest Washington. KPTV leads in more quarter-hour firsts than any other Portland station*... and the cost-per-thousand is less.

Oregon's FIRST Television Station • Represented Nationally by the Katz Agency, Inc. • *Schedule* KPTV **Portland, Oregon**

*January 1958 Pulse (when all stations were on the air)

DOLLARS OR

Is An Adult Dollar Worth More To You
To Move Your Product, Buy The
For The Adult And Which Surveys Show

AVERAGE QUARTER HOUR HOMES REACHED – 4 WEEK CUMULATIVE – AND COMPOSITION OF AUDIENCE MONDAY–FRIDAY BY DAY PARTS*

Station	Homes Reached Avg. ¼ Hr.	% of Audience Adult Buying Audience (Men & Women)	Children and Teen-Agers
6 to 9 AM			
WCKY	114,580	87%	13%
STA. A	35,290	85	16
STA. B	102,140	91	9
STA. C	51,180	75	24
9 to 12 N			
WCKY	114,000	95%	4%
STA. A	43,000	95	4
STA. B	107,000	93	6
STA. C	80,000	73	28
12 N to 3 PM			
WCKY	103,000	96%	4%
STA. A	28,800	82	17
STA. B	71,800	94	5
STA. C	78,500	71	29
3 PM to 6 PM			
WCKY	139,000	94%	6%
STA. A	39,000	84	16
STA. B	49,200	87	12
STA. C	80,000	61	39

* Nielsen Nov.-Dec. 1957 Cincinnati Area Station Index

L.B. Wilson
INCORPORATED
WCKY
CINCINNATI

CINCINNATI, OHIO

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Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

DIMES?

Than A Teenage Dime?
Station That Programs
Is Listened To By Adults.

CINCINNATI'S MOST POWERFUL INDEPENDENT RADIO STATION

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day
seven days a week

ONLY WCKY GIVES YOU ALL 4

- ★ Largest Audience
- ★ Lowest Cost per Thousand
- ★ Lowest Rates
- ★ 50,000 watts of SALES POWER

THE *L.B. Wilson* STATION

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

W
C
K
Y

YOUR BEST BUY IS WCKY

on radio—

The folks at Radio KMA, one of the Pioneers in broadcasting, are firm believers in balanced programming. Long ago KMA found that it can serve its listeners best if it maintains a good balance and an interesting variety of both information and entertainment.

Service to its listeners has been the keynote at KMA ever since the fabulous founder, Earl E. May, first put the station on the air back in August of 1925.

Going on 33 years now, KMA has built itself a reputation as one of the truly outstanding radio stations in the country. Although its transmitter is located at Shenandoah, Iowa, a town of some 7,000 people, known as the seed and nursery center of the United States, its 5,000-watts power on an excellent frequency of 960 gives KMA a far-reaching signal, as is attested by the professional survey people and the voluminous mail that rolls into the station.

In Shenandoah they have always believed in the neighborly, sincere, friendly, money-back guarantee approach. This is the basic tenet spelled out by Earl May, the Master Showman who back in 1926 was proclaimed "world's greatest radio announcer" by no less an authority than RADIO DIGEST, then the leading radio fan magazine.

The station has always believed the vast majority of its thousands of steady listeners are old enough to have minds of their own. Its management objects vigorously to the idea of some that the average mentality of the listening public is that of a fourteen-year-old.

KMA Radio is not a "juke box" station playing just the top 10-20-50 records. Variety is the keynote in music.

Comprehensive and intelligent coverage is the yardstick in news. No split-second news flashes in the rip-and-read fashion. Authenticity and a spirit of helpfulness are the platform on which the KMA farm broadcasters and homemakers stand.

"Down to earth" personalities instead of "characters" are on the staff. Some of these personalities, who present themselves as guests in their listeners' homes, are Edward May, Frank Field, Merrill Langfitt, Jack Gowing, Bernice Currier, Florence Falk, Dean Naven, Ralph Childs, Warren Nielson, Tommy Burns and Mike Heuer.

KMA is an official U. S. Weather Bureau observer station. It broadcasts complete market reports from the major market terminals. It airs road conditions regularly when stormy conditions prevail. Its homemakers believe in the simple idea of catering to the desire of women to be more efficient in the home.

They're sports-minded at KMA, too. They bring the potent University of Iowa football games to rabid Hawkeye fans. Also the Kansas City Athletics Major League baseball games. They must be good, for they're always sponsored.

KMA listeners live in four states: Iowa, Nebraska, Missouri, and Kansas. When one remembers that the KMA area is predominantly non-urban, it's easy to see why Homer Croy in his famous book "Corn Country" described KMA as the "Heart Beat of the Corn Country."

THE HEART BEAT OF THE CORN COUNTRY
KMA SHENANDOAH, IOWA
5000 WATTS, 960 KC ABN
AFFILIATED WITH KMTV CHANNEL 3 OMAHA
Represented by
EDWARD PETRY & CO., INC.

years ago, the number of unlicensed repeater stations has continued to grow. Translator stations differ from boosters in that they pick up vhf tv signals and convert them into one of the higher uhf channels.

Among the comments in favor of boosters last January were the following:

Colorado Television Repeater Assn.—Believes a licensed vhf repeater service in Colorado "can be provided at reasonable cost and without interference to other authorized services." CTRA is a nonprofit association of repeater stations in that state. It desires FCC regulation of boosters so that "its member stations may be placed on a sound legal basis." CTRA feels repeaters should only be allowed where they are essential and wants them "authorized only to local governmental and nonprofit organizations." It also wants a period of three years to allow existing stations "to bring their operations into full compliance with the new rules."

Cascade Broadcasting Co.—Agrees with the general concept of boosters but emphatically desires that ". . . no such station be authorized or permitted to operate within the 'A' or 'B' contours of an existing, regularly licensed commercial television station."

Montana Network—Supports boosters in general but wants more power for them. Montana would like to see some flexibility in repeater locations, though a "repeater station should not be located within the Grade 'B' contour of an existing television broadcast station for the transmission by the repeater station of programs from a primary station located outside that 'B' contour." Montana also would want the repeater stations on the same channel as the primary station, licensed to the same licensee.

Two WSAY Protests Dismissed; Rochester Tv, Am Grants Cleared

Two protests by WSAY Rochester, N. Y., were dismissed by the FCC last week and affirmation of tv and am grants were thus made over WSAY objections.

The Commission first disregarded the WSAY protest in the case of WHEC-TV and WVET-TV, both Rochester, in affirming the 1953 grants of construction permits to the stations to operate on ch. 10 on a share-time basis. An initial decision nearly two years ago proposed affirming these grants. Comrs. T. A. M. Craven and Frederick Ford abstained from voting.

In the second dismissal the Commission affirmed a 1954 grant of WBBF Rochester's application for renewal of license, and terminated the proceedings involved. Comr. Robert Bartley concurred and Comr. Ford abstained.

Comments Asked on Channel Move

The FCC has asked for comments by March 20 in a series of tv channel changes involving Greensboro, N. C.; Florence, S. C.; Winston-Salem, N. C., and Charleston, S. C., and also providing for show cause orders moving WBTW (TV) Florence from ch. 8 to ch. 13 and WTOB-TV Winston-Salem from ch. 26 to ch. 8.

Listerine, FTC Agree On Asiatic Flu Ads

The Federal Trade Commission's first public action against flu claims in advertising involves Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., and its advertising for Listerine Antiseptic. The government agency last fall warned advertisers against unwarranted claims regarding Asiatic flu [GOVERNMENT, Nov. 4, 1957].

In a stipulation agreement citing copy from Listerine television commercials, Warner-Lambert agreed to discontinue claims that Listerine Antiseptic protects against Asiatic flu "unless and until adequate scientific evidence establishes that such protection results to a substantial or significant degree."

The film copy quoted in the FTC stipulation document gives general suggestions for protection against Asiatic flu and then asserts that "tests just completed in the laboratory of a famous medical school clearly proved that Listerine kills the Asiatic flu virus on contact." This in the opinion of the FTC "has not been established by adequate scientific evidence." The stipulation does not constitute an admission by Warner-Lambert that it has violated the law.

Listerine is estimated to be spending at the rate of $3.5 million this year in radio-tv advertising through its New York agency, Lambert & Feasley.

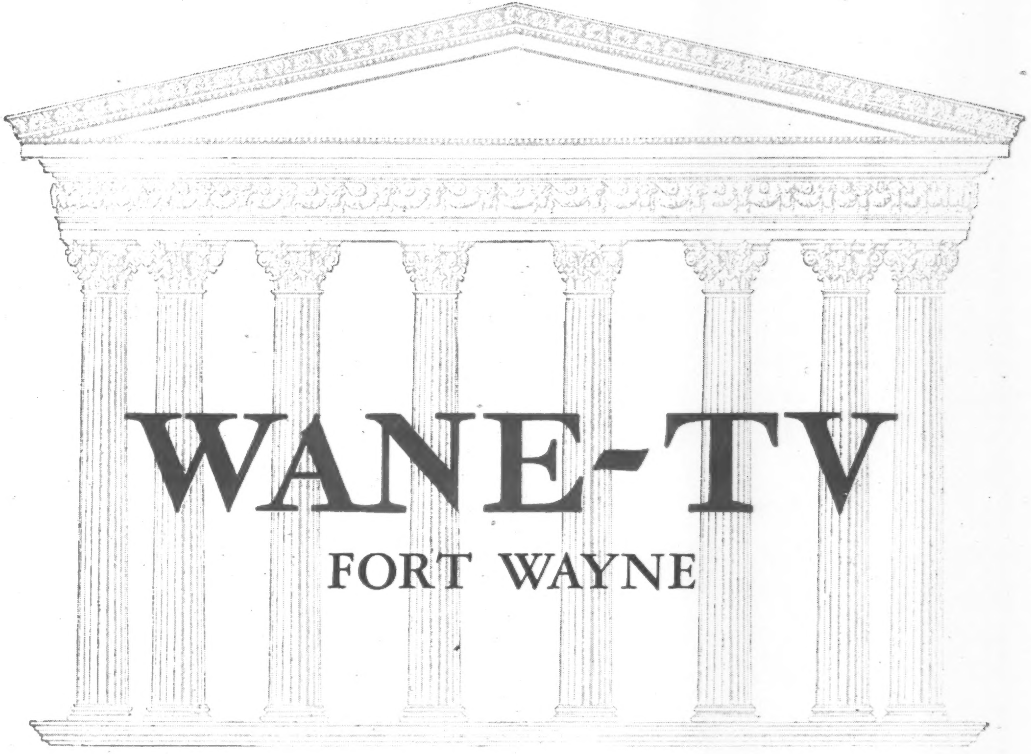
Examiner Would Revoke Permit Of KAKJ (TV), Canceling Sale

In what he termed "undoubtedly . . . a hard case," FCC Hearing Examiner Herbert Sharfman last week recommended revoking the construction permit of ch. 4 KAKJ (TV) Reno, Nev. He concluded in his initial decision that "misrepresentation and false statements to the Commission about the ownership, financing, and proposed construction" of the station had been made.

Revocation of a tv construction permit is a rare occurrence and Examiner Sharfman expressed sympathy for those who "contributed substantial sums" in this venture. He added, however, that "the inescapable factor here is that there were false representations knowingly made."

The construction permit for ch. 4 in Reno was granted to Nevada Telecasting Corp. in the spring of 1955 [FOR THE RECORD, April 25, 1955], though construction was never completed. The application for the channel showed Robert Fish as the sole owner of Nevada Telecasting although he actually advanced no money for the proposed station and went to Canada before the grant was made. Mr. Sharfman said that the firm is a syndicate of businessmen who later attempted to pull out of the situation by selling the permit for ch. 4 to Tower Telecasting Corp.

Examiner Sharfman felt that if a hearing examiner were to decide that "the construction permit may be held, even temporarily for the purpose of assignment, by a corporation financed by persons other than the sole stockholder upon whose purported



WANE-TV
FORT WAYNE

A television market is more than a city

When you use WANE-TV (CBS) Fort Wayne, you sell a television market whose:

- **Total Retail Sales are greater than those of Metropolitan Nashville and Syracuse combined**
- **Effective Buying Income is over $1,250,000,000**
- **Automobile Sales are equal to those of Metropolitan San Diego**

Smart advertisers want to tap this market. They do it over WANE-TV (CBS) as more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/57; Copyrighted . . Sales Management 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

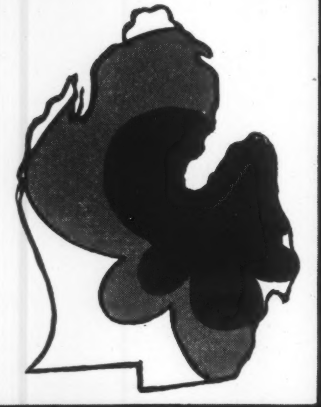
KOTV Tulsa · KGUL-TV Galveston, serving Houston · WANE & WANE-TV Fort Wayne · WISH & WISH-TV Indianapolis

5KW for all of Northeast Michigan

Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime



WFDF·910

NBC Affiliate in Flint, Michigan
Represented Nationally by the KATZ AGENCY

financial qualifications . . . the Commission had relied in granting the KAKJ permit, persons upon whose financial qualifications . . . the Commission has never passed, and of whose role it was ignorant, [it] would be a distortion of the [Communications] Act."

More Comments Filed Opposing FCC'S Proposed Tall Tower Plan

Opposition to the FCC tall tower-antenna farm proposals, which would incorporate standards into tv regulations judging tall towers and their potential hazards to air navigation, was the tenor of a handful of reply comments that trickled into the FCC last week. Original comments, more numerous but just as unenthusiastic by most broadcasters, were filed early last month [GOVERNMENT, Feb. 3, *et seq.*].

ABC wants the FCC to postpone these tall tower proposals and adopt the revised procedures under which the Commission would reach decisions rather than the Airspace Panel. Westinghouse Broadcasting Co. is against the proposals until adequate procedures for aeronautical study have been developed and it is assured that final jurisdiction will reside with the FCC. Westinghouse asked for an oral argument before the matter is decided. WHAS-AM-TV Louisville, Ky., also requested an oral argument, declaring that the adoption of the proposed rules would be premature.

A. Earl Cullum Jr., consulting engineer, requested that the Commission reject the proposed rules, stating the "representatives of the communications and broadcasting industries differ . . . primarily as to the degree of reluctance" in the matter. Mr. Cullum's views were supported by KMPC Los Angeles, Calif.; KSFO San Francisco, Calif.; KGNC-TV Amarillo, Tex., and KMBC-AM-TV Kansas City, Mo., among others.

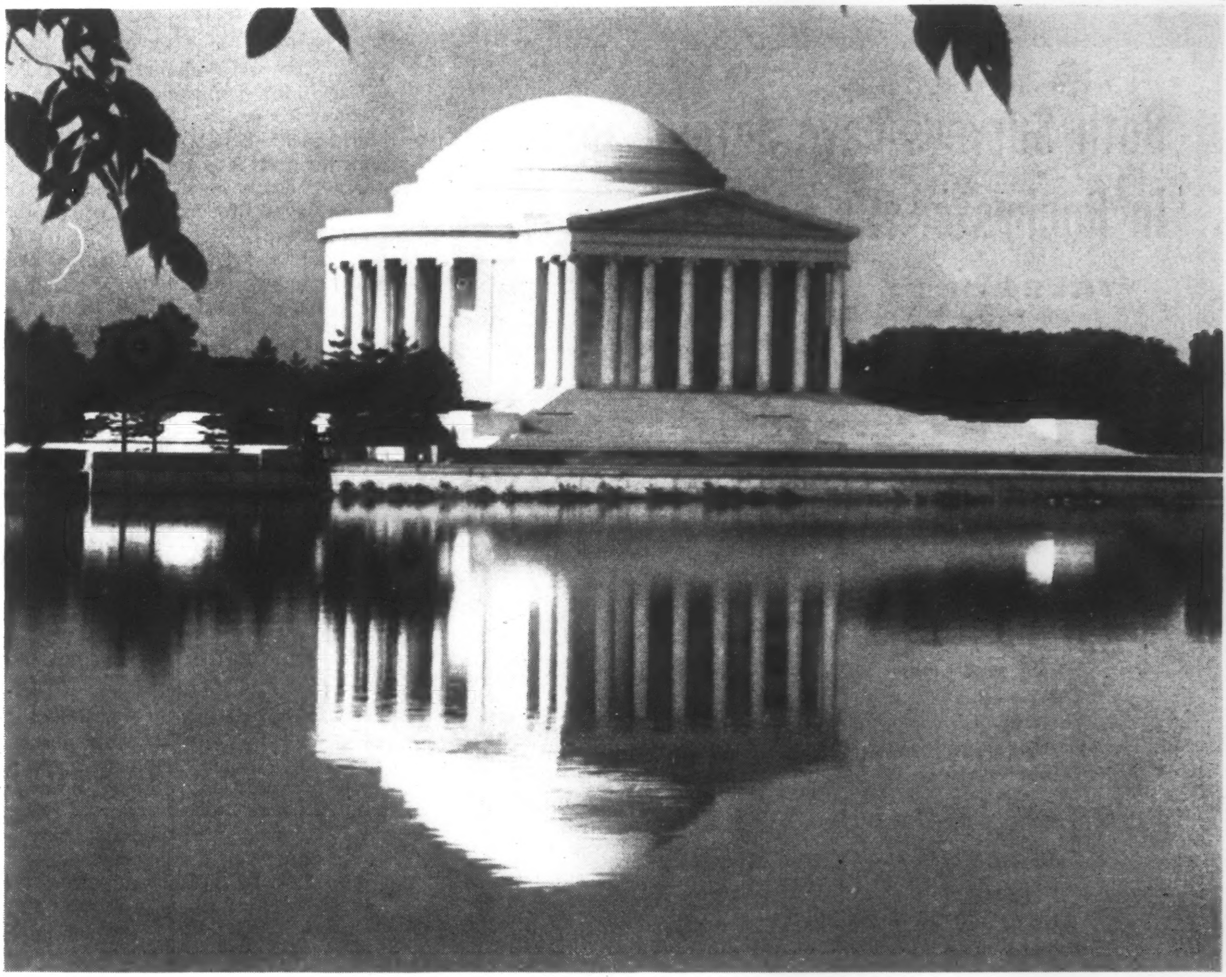
The reply comments of the Assn. of Maximum Service Telecasters were "addressed in the main to two principal problems." AMST declared that "the rules should make clear that the antenna grouping policy is subject to reasonable exception." And also: "The Commission should make the ultimate determination whether an antenna proposal would constitute an undue hazard to air navigation."

FTC Cites Lack of Proof, Drops Charges Against Coca-Cola of N. Y.

Coca-Cola Bottling Co. of New York has been cleared by the Federal Trade Commission on charges of granting unlawful promotional allowances to favored customers through merchandising plans offered by network-owned radio and tv stations.

The FTC Friday announced its adoption of an initial decision recommending the charges be dropped because of "lack of potential proof" that the New York firm was involved in incidents questioned.

Coca-Cola was one of a group of nine grocery manufacturers charged with customer favoritism through in-store promotion plans accompanying broadcast advertising schedules [GOVERNMENT, July 30, 1956, *et seq.*]. Most of the cases are still pending.



Reflections on "tourism"— or, "two cities in one"

From the time he's a school kid, every American has his heart set on seeing the Jefferson Memorial and like landmarks in his nation's capital. And somewhere along the line—either as a tourist or a conventioneer—he usually makes it. Item: 6,246,729* visitors to Washington in 1957—*triple* the Metropolitan Area's population. Item: 345* major conventions in Washington last year. In a holiday mood, they swell the sales of your products—and *that's* an item, too!

In this market of 2,000,000-plus "regulars" and 6,000,000-plus "nomads," WWDC Radio is as popular as finding a friend away from home. Item: we have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC *radio Washington*

Economic Development Committee, Washington Board of Trade* **REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

* Both Surveys have agreed again, In Rochester it's CHANNEL TEN!

*TELEPULSE Rochester Metropolitan Area October, 1957	*A.R.B. Rochester Metropolitan Area November, 1957
15 of the TOP 17 shows in Rochester	**15** of the TOP 20 shows in Rochester
280 FIRSTS and one tie-for-first out of 459 competitive quarter hours	**274** FIRSTS and ten ties for first out of 487 competitive quarter-hours
125 FIRSTS out of 168 competitive nighttime quarter-hours	**129** FIRSTS and one tie out of 196 competitive nighttime quarter-hours
155 FIRSTS and one tie out of 290 competitive daytime quarter-hours	**145** FIRSTS and nine ties out of 291 competitive daytime quarter-hours

**This goes to prove (and we opine)
That CHANNEL 10 is mighty fine!**

NATIONAL REPRESENTATIVES:
The Bolling Co. (WVET-TV)
Everett McKinney (WHEC-TV)

**In Rochester, N. Y.
IT ALL
ADDS UP TO**

10 CBS BASIC

Proposed Baton Rouge Grant Off

The FCC last week directed preparation of a dismissal with prejudice of Port City Television's application for tv ch. 18 in Baton Rouge, La. Applicant has asked for dismissal although it had been recommended for the grant in an initial decision by Hearing Examiner Charles J. Frederick late last year, with Bayou Broadcasting Corp. as the losing applicant.

Louis S. Prejean, president of Port City, is a minority stockholder of ch. 28 WAFB-TV Baton Rouge, which is controlled by WDSU-TV New Orleans. WDSU-TV also controls ch. 9 WDAM-TV Hattiesburg, Miss., which has asked the FCC to shift its channel to Baton Rouge [GOVERNMENT, Feb. 3]. Under an agreement with Mr. Prejean, WDSU-TV would pay $7,500 to him to satisfy his obligations to Port City and the other stockholders in that corporation. WDSU-TV wants Mr. Prejean to remain with WAFB-TV to avoid "legal problems of stock evaluation." Mr. Prejean, for his part, had decided that an additional vhf station in Baton Rouge would be "best."

FCC Relents on Fm Switch Date

FCC has relented and given 11 fm stations to March 31 to switch over to multiplex operation for functional music broadcasts or try again to secure waivers. Earlier, the Commission turned down requests by 11 stations for extension of time to convert from simplex operation, but approved such extensions for 12 other stations. [GOVERNMENT, Mar. 3]. March 1 was the deadline for conversion to multiplex. The FCC's change of heart was engendered by the fact many of the 11 would have had to shut down functional music operations since FCC's action wasn't announced until Feb. 28.

Lorillard Clears With FTC—Gruber

P. Lorillard Co. submits its advertising copy to the Federal Trade Commission in advance of its appearance, Lewis Gruber, president, told the Washington Ad Club's Tuesday luncheon. He said the company doesn't want to deceive the smoker because it feels the consumer can't be fooled for long and it doesn't believe in "hidden persuasion."

He said he did not believe smoking induces cancer and pointed to the upward trend in cigarette consumption. Every Lorillard brand has been improved in the last year, he added, and new ways have been developed to lower tar and nicotine content. Filter cigarettes now account for 44% of the 1.13 billion cigarettes smoked daily, he said.

Hosmer Joins Foes of SP

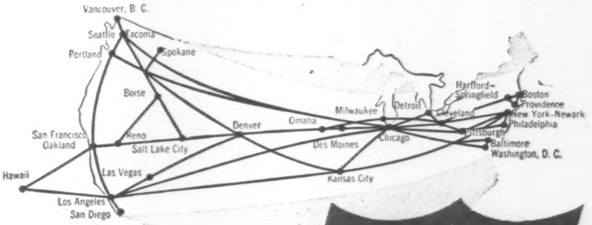
Rep. Craig Hosmer (R-Calif.) Wednesday introduced a bill (HR 11363) which would amend the Communications Act to prohibit tv stations from using subliminal projection in the transmission of any message. The bill, referred to the House Commerce Committee, is similar to measures introduced by Rep. William Dawson (R-Utah) and Sen. Charles Potter (R-Mich.)

COMPARE AIRLINES AND YOU'LL SHIP UNITED AIR FREIGHT!

	UNITED AIR LINES (cargo-passenger)	Airline "B" (all-cargo)	Coast-to-Coast Airline "C" (cargo-passenger)	Airline "D" (all-cargo)	Coast-to-Coast Airline "E" (cargo-passenger)
Maximum speed	365 mph	300 mph	365 mph	331 mph	331 mph
Unlimited reservations	Yes	No	No	No	No
Airports served directly	69	14	61	11	46
All-radar fleet	Yes	No	No	No	No

BEFORE YOU SHIP, COMPARE UNITED with other major air carriers. You'll find that no airline is faster. None equals United's 69-airport coverage. You'll note that only United offers you *unlimited* reservations – guaranteed space aboard 832 cargo and passenger flights. And United is the only coast-to-coast airline with radar on every plane for more on-time dependability.

There are other "extra" advantages in doing business with United. Fast, door-to-door pickup and delivery. Interline connections that give you service to more than 2000 communities on one airbill. Friendly, personalized follow-through on your shipments. But the best way to compare these extras is to ship United and see.


Vancouver, B. C.
Seattle
Tacoma
Portland
Spokane
Boise
San Francisco
Oakland
Reno
Salt Lake City
Denver
Omaha
Des Moines
Milwaukee
Detroit
Chicago
Cleveland
Hartford-Springfield
Boston
Providence
New York-Newark
Philadelphia
Pittsburgh
Baltimore
Washington, D. C.
Kansas City
Las Vegas
Hawaii
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For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Ave., Chicago 3, Illinois.

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NBC GETS BARROW OFF ITS CHEST

Network's top execs pound at report's premises in three-day counterattack

The FCC last week heard top level NBC executives staunchly defend network practices attacked by the Network Study Staff.

Throughout the three days of hearings (the Commission skipped last Wednesday when it held its regular mid-week meeting to transact business), the NBC contingent headed by President Robert W. Sarnoff hit at the Barrow Report and defended:

- The vital importance of owned and operated stations to network stability—particularly financially.
- The essentiality of option time for guaranteeing clearances—a basic network need.
- Must buy lists, affiliation practices, the confidentiality of affiliation agreements and compensation, and the need to permit the network to exercise its business judgment on the matter of rates.

The delicate balance between network profit and loss was summed up by Mr. Sarnoff when he told the FCC that three or four unsold half hours in prime evening time could put the network in the red. He also speculated that even a 30-minute deletion from the present three-hour evening option time segment would put the network in the loss column.

Mr. Sarnoff was backed by Hugh M. Beville Jr., Charles R. Denny, Thomas B. McFadden, Walter D. Scott and David C. Adams.

The hearings continued Friday with NTA Film Network President Eli B. Landau scheduled to testify. Following him will be a number of multiple owners, with the hearings scheduled to resume today (Monday) and then recess to March 25.

Last week's testimony follows:

WITNESS: Robert W. Sarnoff

Report makes conclusions unsupported by the facts

Robert W. Sarnoff, president of NBC, shot his most significant shafts at the basic premises of the Barrow Report.

The staff has not shown, Mr. Sarnoff declared, that network practices adversely affect the public interest. Although he was speaking about the multiple ownership recommendations (the Barrow Report recommended that multiple owners be cut back to three vhf outlets in the top 25 markets), the sense of Mr. Sarnoff's statement was contained in this:

"No evidence has been produced to indicate that the present multiple ownership rule or the operations of multiple owners have adversely affected the television service furnished to the public. Instead, the staff proposals to limit and bar multiple ownership are based on theories and suppositions which have no application to the issue."

Mr. Sarnoff's attitude toward the Report was contained in these words:

"But then, after laying a solid base of descriptive material on issue after issue, the Report takes off on a theoretical flight; argues a series of abstract doctrines, and arrives at conclusions unrelated to the facts and unsupported by them. These conclusions, in turn, become the basis of recommendations for sweeping changes in network operations and in the pattern of television licensing and regulation."

The Barrow recommendations, the NBC president stated, are not based on any evidence that the present practices fail to provide proper tv service to the public. And, he added, the public has not complained, nor affiliates or advertisers.

Mr. Sarnoff continued:

"The structure of the theory built up by the staff is used to advance a social and economic philosophy—that what is strong should be weakened, what is big should be fragmentized and what is secure should be made insecure."

The staff, Mr. Sarnoff maintained, wants the government to require changes in existing practices unless the industry can justify the practices. This is a shift of the burden of proof, the NBC executive held, because the staff has produced no factual evidence justifying the recommendations.

In discussing the question of concentration, Mr. Sarnoff termed "the missing chapter" the staff's omission of any report on inter-network competition. It takes economic theory and claims, Mr. Sarnoff said, that because there are only three tv networks, they do not compete.

Because the Barrow Report is pointed toward revising the balance between network tv and national spot tv, Mr. Sarnoff said, it seeks to change the balance of stations' sales and programming. "This broad reference to 'national spot television' obscures the fact that stations constitute the spot television medium, since it is their time which is bought for this form of advertising," Mr. Sarnoff said.

The staff's recommendations on multiple ownership "rest on theory carried to the ultimate," Mr. Sarnoff stated.

The Barrow Report would make some of the recommendations—especially those relating to local ownership, diversity and divestment—"a step which would substitute formula for expert judgment in the licensing process."

The further limitation on multiple ownership by networks, Mr. Sarnoff said, would most likely discourage the entry of a fourth or subsequent networks.

The economic health of a network depends on the profits from stations it owns and operates, the NBC president stated. Tv networks entail "great risks, heavy financial commitments and low profit margins." They are the only broadcasting organizations which assume the burden of furnishing a daily national program service and of maintaining it whether programs are sold or not, Mr. Sarnoff said. Long range commitments for talent and programs, program experimentation and development, and news and public service programming require financial risks.

Network profitability is "anything but stable." It is the owned stations which provide the "relative" stability to networks, Mr. Sarnoff added.

Mr. Sarnoff explained the economics of network broadcast business. "If we do not sell a particular time period we still maintain programming in that period." A network, Mr. Sarnoff went on, not only loses the revenue the sale would have produced, but has the added burden of programming the period.

NBC has paid no dividends to its parent RCA for the past 10 years, Mr. Sarnoff said. All its profits have been plowed back into the business.

From 1947 to 1954, when the television network had a cumulative net loss of $4 million, Mr. Sarnoff pointed out that $25 million was invested in network plant and facilities. The great bulk of this development money came from station profits, he added. NBC has already invested $26 million in plant facilities for color, and it plans to put up another $28 million in the next five years.

NBC currently has 25 new programs in various stages of development, Mr. Sarnoff said. If earnings from stations are reduced, through divestment, Mr. Sarnoff predicted that "business judgment will dictate curtailing commitment and risk for such new program ventures, cutting back on high-cost, low-return public service projects, trimming news and special events coverage and restricting development expenditure. Under such circumstances, the scope, vitality and effectiveness of the network service will inevitably suffer, and its values to the public, the affiliates and the advertisers will be reduced."

In discussing the vital need for option time, Mr. Sarnoff baldly stated that a network is "completely dependent on its affiliates . . ." And, he added, "an affiliated station is dependent on the network for programs which will compete effectively with other programming in the market . . . As a result, the affiliation relationship—and in turn the whole network system—rests on the clearance of network programs."

Option time, Mr. Sarnoff said, is the feature which permits networks to perform their specialized function. It permits programs to be broadcast simultaneously on a national basis, it serves to permit a planned network schedule, it is a means of assuring "a reasonably" high level of clearances, and it promotes the fullest availability of programs.

The need for option time as an essential procedure for accomplishing the function of network is backed by affiliates, Mr. Sarnoff pointed out. And, he added, also by Edward Petry of the representative firm bearing his name.

Tampering with option time practices could impair the effectiveness of networks as an advertising medium, Mr. Sarnoff said. And this could become cumulative and progressive. Failure to sell three or four key evening half-hour periods because of insufficient clearances could wipe out tv network profits.

And, he continued, without a clearcut understanding on clearances through option time, a network schedule could be disorganized and "checkerboarded" (this refers to the situation where some affiliates accept an order for a program, others accept on a delayed basis, and still others refuse it).

Stations have, in accepting option time, imposed on themselves "a degree of self-restraint," Mr. Sarnoff stated. But this self-restraint is reasonable and essential to national networking.

The Barrow staff's recommendations that affiliation criteria, contracts and compensation be made public is "regulation through publication", Mr. Sarnoff said. This is "based squarely on regulatory concepts in the common carrier field," Mr. Sarnoff declared. The Commission, the NBC president said, should not assume responsibility in areas where it has no authority. And, he added, the Commission is in no position to appraise the economics of advertising rates, compensation arrangements, or affiliation arrangements.

As to the Study Staff's suggestion that the "must buy" practice be banned, Mr. Sarnoff said that no evidence has been produced that it is injurious to anyone. A business practice should not be barred simply because it is claimed it is not necessary, Mr. Sarnoff said. This same argument goes for the staff's recommendation that networks be forced to bow out of national spot representation, Mr. Sarnoff stated.

He also opposed the recommendation that networks be regulated directly by the FCC. ". . . they seek to extend government regulation into new areas of business enterprise without need or justification," Mr. Sarnoff said. Government intervention in these fields would involve it in business judgments, he said, which it is not equipped to handle. These are better left to the forces of competition and a free economy, he added. The present regulations which apply to stations are effective, he said.

Above all, the NBC executive declared, direct regulation of networks would put the government into the programming business. It would lead to government considerations on the merits of two programs, whether they should be sold to one advertiser or another, the financial arrangements to be made and the negotiations involving talent and programs.

If networks are to be regulated, Mr. Sarnoff said, then there would be no reason for not also regulating advertising agencies, program producers, spot representatives, film syndicators, and others in the program business.

"Experience has shown," Mr. Sarnoff concluded, "that once the government extends its regulation to new areas of business, the scope of regulation tends to spread and enlarge itself."

And, Mr. Sarnoff continued: "By weakening the network operation, it would also diminish the audience values on which spot television thrives, and thus injure this medium instead of advancing its competitive position."

During the question period, Mr. Sarnoff said that NBC has no plans at present to enlarge its spot representations. It now represents its owned and operated stations plus seven affiliates.

In answer to FCC counsel Herbert M. Schulkind, Mr. Sarnoff said that the deletion or revision of option time will permit greater access to national spot in prime evening time, but, he emphasized, individual program purveyors do not supply the same type of service to stations that networks do.

The NBC president stated that if the network study staff had made a real study of the broadcast industry it would have arrived at the same conclusions NBC has.

He agreed that some stations may take more network programs than they would if option time was reduced or eliminated.

On multiple ownership, Mr. Sarnoff said the present arrangement on tv ownership (seven tv stations to one owner, not more than five of which may be vhf) is "satisfactory" but he added that NBC would be "happy" to be in a position to own more.

Mr. Schulkind asked Mr. Sarnoff if he knew what RCA profits were from the sale of tv receivers while the network was losing money in the early days of tv. Mr. Sarnoff said he did not.

Mr. Sarnoff said color has been a "small" factor in losses.

Mr. Sarnoff also said that NBC would seek to retain "first refusal" rights if option time is deleted or diluted.

In expanding on his opposition to the Barrow Report's suggestion that a minimum buy factor be substituted for the present must buy practice, Mr. Sarnoff asked why one practice should be substituted for another for no good reason.

Mr. Sarnoff also agreed with Mr. Schulkind that the Commission should be allowed to apply sanctions less severe than now re-

CONTINUED *next page*

NBC FINANCIAL CARDS SPREAD OUT

Some facets of NBC's financial history—usually buried in the consolidated RCA annual reports—were given the light of day last week when NBC executives testified before the FCC on the Barrow Report.

NBC President Robert W. Sarnoff told the Commission that in the first eight years of NBC's tv operations, the network lost more than $4 million. For the whole 11 years of NBC-TV activities, from 1947 to 1957, the total net profit after taxes averaged $1.27 million a year.

Other highlights of Mr. Sarnoff's testimony:

- In 1952, NBC had network sales of almost $100 million, but the profit was less than $500,000. In 1953, NBC had network sales of $110 million, but the profit was nil.
- From 1950 to 1953, the network went from a loss of $3 million to a profit of over $1 million, to a reduced profit of less than $500,000, to a loss of about $250,000.
- From 1956 to 1957, the network profit dropped by more than half.

NBC owned stations, on the other hand, Mr. Sarnoff disclosed, reached a profit position in 1951 (the network did not reach this point until 1955). He also revealed:

- During 1947-1957, station profits averaged $3.33 million yearly. This represents a 14.4% ratio to net sales, compared to 1.3% for the network.
- Stability of station income is shown by the fact that as station sales increased since 1950, so have station profits. But, although the network had a number of years when sales increased, profits declined.
- Network profits dropped 53% from 1956 to 1957, but station profits declined only 18% in the same period.
- In 1957, network profit was 1.6% of sales, 7.1% of equity and 4.8% of total assets. Mr. Sarnoff here took a pot shot at the Barrow Report for not counting as assets $60 million in commitments (talent, programs, leaseholds). If this were counted to the $81 million carried as assets, Mr. Sarnoff said, the ratio of return to investment would be "very small indeed."
- The network went into the black in 1951. It went into the red in 1953, but returned to the profit side in 1954 and has remained there since. Profit from owned stations began in 1950 and has remained there since.
- The radio network subsidized tv before 1951; it went into the red in 1952 and has remained there.

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These are such unusual times that a baby is apt to grow up and reach maturity much faster than ever before.

Take the newcomer to America's television scene symbolized above, for example.

He was born eighteen months ago when the NTA Film Network was formed.

A mere six months later, he took his first big step forward . . . when America's dynamic new TV network began commercial operations . . . backed by some of the nation's most important advertisers and their agencies.

Then he discovered his "first love" . . . when the Shirley Temple attractions often made the NTA Film Network the Number One TV network in America in the time period.

Now he is reaching out again . . . with some very large plans ideally suited to these times. His position offers exactly what is needed during these days when advertisers are taking a long, hard look at their television coverage, their budgets, and their advertising plans in general . . . for this coming fall.

Today above all, the NTA Film Network offers a unique solution to these problems, in the form of...

Wider Flexibility
. . . to meet advertisers' varying sales patterns

No "Must-Buy" Station List
. . . to combat wasteful, needless circulation

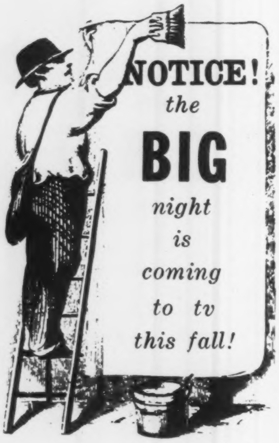
Greater Economy
. . . thanks to the elimination of costly coaxial cables

Guaranteed Clearance
. . . of time and programming, of which you will hear more later

It's a program designed to solve the Number One problem in television today—the acquisition of maximum coverage at minimum cost with top-flight television programming.

If you're an advertiser or an agency faced with this knotty problem, before you make your plans for the fall, find out *now* about the all-new, big-time programming that will be telecast this fall on the NTA Film Network.

Today is the time for *you* to reach out and telephone, wire or write us . . . to hear the *whole* story.



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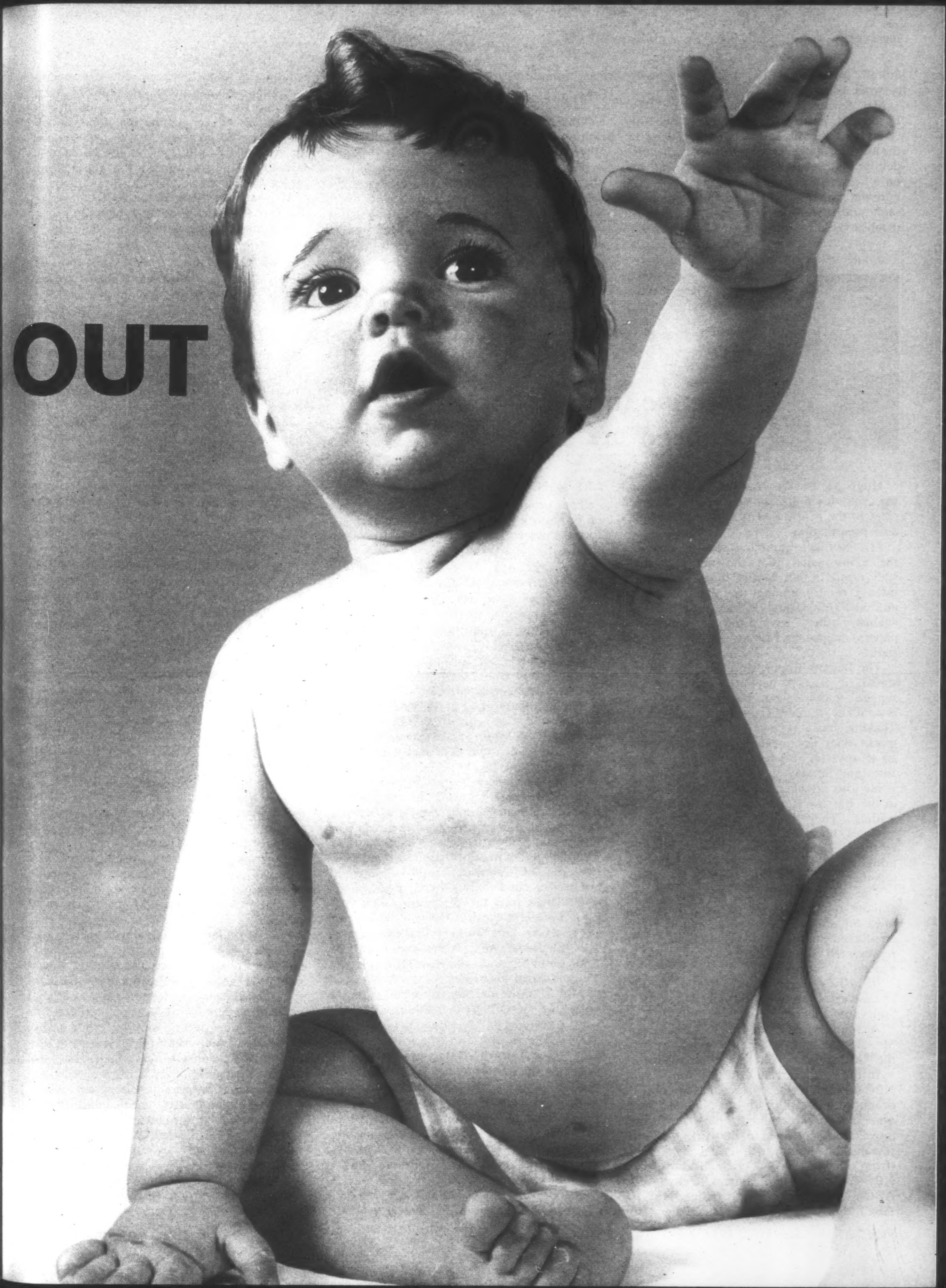


quired (revocation) to stations infringing network rules.

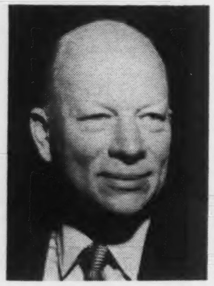
Mr. Sarnoff told Comr. Frederick W. Ford that more facilities would certainly "alleviate" the situations complained of by the Barrow staff. He said further "selective" deintermixture and repeal of the excise tax on all-channel or uhf sets would help. But, nothing radical should be attempted, he said, until the report of the Television Allocations Study Organization (TASO) had been submitted for Commission consideration.

The NBC president told Comr. T. A. M. Craven that the deletion of 30 minutes option time in prime evening time would probably put the network in the red, if the time is not sold.

Publication of affiliations contracts might work to the disadvantage of stations, Mr. Sarnoff said.

Chairman John C. Doerfer asked for the accounting setup between network operation and owned stations, because, he said, over the years he has heard rumors that it was impossible to get the real facts on income. Mr. Sarnoff said the owned stations are treated like affiliates on the books. He said that NBC accounted for about 25% of RCA's income.

Mr. Sarnoff also told the FCC chairman that three or four unsold half-hours in prime time could put the network in the red.



WITNESS: Hugh M. Beville Jr.

Intense network rivalry ignored by Barrow staff

Hugh M. Beville Jr., NBC planning and research vice president won laurels from all sides of the hearing parties for a knowledgeable presentation.

Mr. Beville's approach was to convince the Commission that the network study staff erred in not taking into account the intense rivalry among the three networks, and also for failing to match network tv against other advertising media—newspapers, magazines, Sunday supplements, and radio.

The Barrow Report's premise, Mr. Beville stated, is that if network television were sapped, national spot tv would gain. This is a fallacy, the NBC research chief declared. "Taking business away from the tv networks does not mean it will automatically go to spot tv," he said. It will go to magazines and Sunday supplements, he said.

He also attacked the tv time sales figures in the Barrow Report as incorrect and misleading. They include compensation paid affiliates, he said, also spot revenue retained by the independently owned represented stations, and they lump all three networks together.

The significant figure, he said, is the amount retained by the network from time sales on affiliates, plus total national sales on owned stations, plus commissions from represented station—for each network organization individually.

In NBC's case this is 21.8% of national tv time sales, he said, and only 6.1% of the "relevant" market.

A fundamental "fallacy" of the Report, Mr. Beville said, is that no weight is given the "intensity" of inter-network rivalry.

In the past year, he told the Commission, NBC's Program Dept. screened 145 outside-produced pilot films. NBC obtained some; other networks obtained others. Performers move from network to network, the NBC research chief said, mentioning Perry Como (from CBS to NBC), Red Skelton (from NBC to CBS), Frank Sinatra (from CBS to ABC), Walter Winchell (from NBC to ABC), Steve Allen and Jack Paar (from CBS to NBC).

The progressive increase in the prices of promising programs and successful performers is a typical characteristic of a highly competitive market, Mr. Beville said.

Networks also vie for outstanding producers, writers and directors, he added, naming Fred Coe (from NBC to CBS) and Jess Oppenheimer (from CBS to NBC).

And the same thing happens to outstanding programs, Mr. Beville related. He named the following: U. S. Steel Hour (from ABC to CBS), Bob Cummings Show (from NBC to CBS and back to NBC).

The competition in news is as great, Mr. Beville said. He said that NBC has 400 people in its news department; CBS the same and ABC about 100. News is a money loser, he noted.

In relating the results of inter-network competition, Mr. Beville documented the flow of audiences among the three networks for selected time periods during the last few years: Milton Berle and NBC "owned" Tuesday 8-9 p.m. until 1955 when ABC's westerns put it on top, he said.

He also cited these others:

CBS was tops for Wednesday 7:30-8:30 p.m. until 1954 with Doug Edwards and Perry Como and *Godfrey and His Friends*. ABC's *Disneyland* took the lead away from CBS in 1954, and this year NBC's *Wagon Train* topped the list.

NBC's *Show of Shows* topped Saturday 9-10 p.m. from 1950 to 1953. In 1954 CBS took the top with *Two for the Money* and *Favorite Husband*. In 1956, ABC's *Lawrence Welk Show* took top honors and this season CBS entries *Gale Storm* and *Have Gun Will Travel* forged to the lead.

Program changes are continually taking place, Mr. Beville pointed out. In the fall of 1957, 55 new evening programs were scheduled by the three networks—NBC alone programming 23 new shows, half of its total evening schedule.

Mr. Beville illustrated the importance of "lead-in" to program popularity with the *Danny Thomas Show* and the *Loretta Young Show*. This points up the vital importance of option time, he declared. He also explained the necessity for integrated program scheduling to emphasize its significance to gaining audience.

The wide year-by-year fluctations in "market" for the three networks compares unfavorably with the relative stability of the "market" for the three major automobile manufacturers, the three leading cigarette makers, and the three leading magazines, he related.

"No change in brand loyalty or corporate position can match the speed with which the American viewer can switch the television dial from one network to another," Mr. Beville said.

Mr. Beville illustrated the results of this inter-network competition by telling the story of Colgate's spending in network tv. In 1952, Colgate spent 62% of its network tv budget on NBC; by last year, ABC and CBS had taken away all of Colgate's dollars except for 5% remaining on NBC.

The same fluctuations are evident in gross billings for network tv, Mr. Beville explained. In the fourth quarter of 1949 NBC accounted for 55% of network tv billings; last year this share had dropped to 38%, Mr. Beville said. CBS reached its peak of 46% in 1954, and ABC went from 12% in 1949 to 9% in 1952 to 17% in 1957.

The Barrow staff "artificially" restricted the market for advertising, Mr. Beville declared, and thus built up a "fallacious" case for network concentration.

American advertisers spend about $10 billion a year on advertising, Mr. Beville pointed out. Of this about $6 billion goes for national advertising; $4 billion for local advertising.

The $6 billion, he explained, goes to two national media groups: the "integrated" mass circulation informational and entertainment media, comprising network and spot tv, network and spot radio, national magazines, Sunday newspaper supplements and daily newspapers, and the other group, which does not supply advertisers with editorial background—direct mail, outdoor, car-cards, match covers, point-of-sale display, regional farm and trade papers.

It is the "integrated" group in which network tv must be measured, Mr. Beville insisted. And, he added, it is option time which corresponds to circulation of the print media which gives assurance that network tv can compete.

National advertisers invested $2.3 billion in "integrated" media in 1956, Mr. Beville said. NBC's share was 6.1%, he said.

Each of these media compete for the advertisers' dollars, Mr. Beville pointed out. He mentioned their media-selling organizations—TvB, RAB, Magazine Advertising Bureau, Bureau of Advertising, American Newspaper Publishers Assn. Each of these bureaus, Mr. Beville said, spend from $500,000 to $2.5 million annually to sell their particular media.

To point up the movement of national advertisers from one media to another, Mr. Beville submitted a number of charts—calling attention to Elgin National which did not use network tv at all in 1952 and 1953, which began to use network tv in 1954 and to expand network tv use in 1955 by cutting its magazine expenditures, and then dividing its budget in 1956 between network tv and magazines, dropping newspapers entirely. He also used Philip Morris, Wesson Oil and Lever Bros. as other examples of inter-media shifts.

"The Study Staff's presumption that national television is so unique that it constitutes a market all by itself is belied by these data," Mr. Beville said.

In the automotive, food, cosmetics and gasoline fields, a similar split among the various "integrated" media is obvious, Mr. Beville stated.

The movement in and out of network tv was pointed up by Mr. Beville who stated that from 1949 to 1955, there were 556 national advertisers using network tv. Of that number, he noted, only 236 (42%) used network tv in 1956—320 were using other media to the exclusion of network tv, and only 86 advertisers who had never before used network tv were using it for the first time.

In concluding his testimony, Mr. Beville quoted from the Ph.D. thesis of Dr. Warren Baum, now chief of the FCC's Office of Network Study, that the question of concentration must take into account the unusual circumstances of each industry.

Broadcast Bureau counsel Robert J. Rawson interrogated Mr. Beville on the "substitutability" issue—the relationship of network tv to other media.

Mr. Beville explained that the charts showing the switching of national advertisers among the various media does not include spot tv because no figures are available for that medium prior to 1956.

Comr. Ford implied that network tv was unique in that it can get a commercial message across to the public faster than any other medium.

Answering Comr. Bartley's question regarding network "loyalty" by viewers, Mr. Beville sadly stated: "I'm afraid not very much."

He also told Comr. Bartley that advertising's share of the Gross National Product (the sum of all goods and services by the American people in one year) was still below that before World War II. Commenting further, Mr. Beville expressed the thought that perhaps television has introduced a "certain efficiency" in advertising, so that it is not necessary to maintain the pre-war percentage of GNP.

Mr. Beville also said that NBC spends $4 million a year promoting its programs.

BARROW HEARINGS GET BREATHER

FCC Chairman John C. Doerfer announced last Thursday that the Barrow Report network hearings will resume today (Monday) and then recess until March 25. He made it clear, however, that the date for resumption is tentative, depending on the demands on commissioners' time by other duties. The commissioners are expecting to be called before the House Oversight Committee this week (story, page 46).

The network hearings continued Friday with NTA Film Network President Ely B. Landau on the stand. He was to be followed by multiple station owners last Friday and today. They include: C. Wrede Petersmeyer for J. H. Whitney & Co.'s Corinthian stations; Mrs. Dorothy Scott Bullitt and Otto P. Brandt, KING stations; Hugh B. Terry and Weston C. Pullen, Time Inc. stations; Payson Hall, Meredith stations; George B. Storer, Storer stations, and Donald H. McGannon, Joseph E. Baudino and C. C. Woodard Jr., Westinghouse stations. Mr. Terry, who is sailing for Europe this week, was promised first appearance this morning.

It was also announced last week that the following broadcasters have withdrawn their requests to appear:

Dwight B. Martin, WAFB-TV Baton Rouge, La.; Thomas F. O'Neil, RKO Teleradio Pictures Inc.; Donald W. Reynolds, Southwestern Radio & Tv Corp.; George Hatch, Utah Broadcasting & Tv Corp.; P. A. Sugg, WKY Television System Inc. (Mr. Sugg has joined NBC as vice president for owned stations and spot sales); Paul Bartlett, KFRE-TV Fresno, Calif.; Charles C. Caley, WMBD-TV Peoria, Ill., and Edwin K. Wheeler, WWJ-TV Detroit, Mich.

WITNESS: Charles R. Denny

Owned stations necessary for networking stability

Charles R. Denny, NBC executive vice president in charge of operations and former FCC chairman, bolstered the network's contention that owned and operated stations are required. Mr. Denny is moving to NBC's parent company, RCA, to become vice president in charge of product planning.

He submitted financial statements on the seven NBC owned and operated tv stations, and also the competitive picture in each of these markets.

The profits from owned stations supply the stability essential to networking, Mr. Denny said.

NBC's home office is New York, since 1926, Mr. Denny recited, and about 4,600 people are employed there. Chicago is NBC Central Division headquarters since 1927, and over 500 people are employed there. Radio network operations from Hollywood began in 1927, Mr. Denny pointed out, and NBC has 1,700 employes there. NBC ownership in Washington goes back to 1923, Mr. Denny said, and employs 264 people.

NBC's seven stations represent 1.4 % of the 492 commercial tv stations on the air as of Jan. 1 this year, Mr. Denny said. Their share of tangible broadcast property as of 1954, he added, was only 11.2% and if network assets are excluded it drops to 3%. NBC-owned stations share of revenues, expenses and income is 7%, 6% and 10% respectively, he said.

NBC had A. C. Nielsen & Co. conduct a special survey Nov. 24-30, 1957 to determine the share of audience of NBC-owned stations; it was 7.21% of all tv viewing hours in the U. S., he disclosed.

Thus, Mr. Denny emphasized, NBC-owned stations do not constitute undue concentration.

In each of NBC-owned markets, Mr. Denny related, the stations compete not only with other tv stations, but also with other media—radio and newspapers.

Mr. Denny also recited the record of performance of each of the NBC-owned stations.

In speaking against the Barrow Report recommendation that the networks be forced to reduce their ownership of vhf stations to no more than three in the top 25 markets, Mr. Denny told the FCC that the network would be forced to relinquish Washington and Philadelphia. This sparked a spirited exchange between Mr. Denny and Comr. Bartley.

Comr. Bartley maintained that NBC was not going to be forced to do anything—if the Commission decided in favor of the vhf station ownership limitations. The network he said, was going to be given a choice of which stations to divest. Mr. Denny's contention was that Washington and Philadelphia were the two stations NBC must give up, since the network must hold on to New York, Chicago and Los Angeles.

Among other points, Mr. Denny emphasized that many NBC high quality sustaining programs would not get as much exposure if owned and operated stations did not carry them. He also stated that the record for clearances by owned stations was about equal to the 25 basic affiliates with the best clearance records.

The staff report, Mr. Denny said, contains no evidence of any abuse of station ownership by networks. In fact, he added, divestiture would weaken network service.

Mr. Denny concluded his statement with these words:

"We believe that strong networks have been good for broadcasting and affirmative factors in the competition within television and between television and other media. We believe that their continued strength is essential to the well-being of the industry. We believe the public will be the real loser if the present network system is substantially weakened, as it will be, if network ownership of stations is further restricted."

Mr. Denny told the Commission, on request, that NBC owned stations became profitable in these years: WRCA-TV New York, 1949; WRC-TV Washington, 1950; WNBQ (TV) Chicago, 1950; KRCA-TV Los Angeles, 1952; WNBK (TV) Cleveland, broke even in 1950, showed a profit in 1951; WNBC (TV) New Britain, was in the black when bought in 1956 and has remained so; WBUF (TV) Buffalo, in the red when bought in 1955 and still a deficit operation. The last two stations are uhf outlets.

He also stated, in response to questions from Mr. Schulkind, that NBC pays its owned stations the same as it pays affiliates when they originate programs for the network. He said also that NBC pays its own taxes.

The average commercial hour clearances for o&o stations, Mr. Denny disclosed, is 96.33%, compared with 90.2% for basic affiliates. Owned stations take network programs, Mr. Denny flatly stated; the choice is a corporate one.

Mr. Denny also explained a 1954 memorandum found by the network staff which, the staff implied in its report, indicated that NBC used its network rate to influence spot rates of affiliates. This applied to the New York outlet's Class C spot rate of $1,850 compared to its network rate of $2,600. Mr. Beville recommended that the spot rate be increased, but Mr. Denny overruled it on the ground that the time was not being sold anway. The ratio has been maintained, Mr. Denny said; today WRCA-TV's spot rate is $3,500 for Class C hour, vs. a network rate of $4,100.

Even if NBC had revised its own station's spot rate, none of the other affiliates would have followed, Mr. Denny assured.

In response to Comr. Bartley, Mr. Denny agreed that owned stations give a high level of clearances both in and out of option time, whereas affiliates give a high level of clearances in option time, but a low level in station time.

WITNESS: Thomas B. McFadden

Spot sales arm competes against own, other networks

Thomas B. McFadden, NBC vice president of owned stations and of NBC Spot Sales, argued for the continuance of network spot sales representation.

He told the Commission that NBC Spot Sales represents seven tv stations in addition to its owned outlets, plus a non-interconnected station in Honolulu (KONA [TV]) and—on the West Coast and in Detroit only—the five Crosley stations. The national spot business garnered by NBC Spot Sales, Mr. McFadden said, amounted to only 2.5% of total national spot time sales.

With only two exceptions, all its spot sales list are NBC affiliates, Mr. McFadden said. He also stressed that the Spot Sales division was a distinct and separate NBC division, and that it has consistently sold against network tv, including its own network.

The bulk of national spot sales (80.5%), Mr. McFadden pointed out, is announcements, which are not competitive with network programs. In fact, he stressed, the value of announcements lies in adjacencies to network programs. He also stressed the value of network programs in attracting larger audiences to a station, which in turn enhances its spot values.

Stations represented by NBC Spot Sales have no hesitancy in refusing orders, Mr. McFadden related. Each has its own acceptability criteria. This goes for independence in spot rate setting, he emphasized. The average evening network rate of represented stations is 18% above that of their spot rates, Mr. McFadden stated. In the daytime the difference is 35%.

He also discussed the proposed SRA "cut-in" proposals and how they were treated by NBC Spot Sales stations.

WITNESS: Walter D. Scott

Without option time plan network tv becomes 'iffy'

Walter D. Scott, vice president, NBC Television Network sales, defended option time.

He emphasized network tv's competitive position versus print media: Wesson Oil now uses magazines exclusively, although in previous years it used both NBC and CBS nighttime; Kraft Foods just canceled daytime NBC for newspaper coverage (although continuing its nighttime use).

Advertisers using network tv look to national circulation in specific time periods, Mr. Scott emphasized. Outside of option time, clearances are an "iffy" thing, Mr. Scott declared, and if option time were eliminated, the whole network television operation would become "iffy."

NBC's basic 58 outlets provide exposure to more than 85% of the country, Mr. Scott said. He also pointed up the importance of the markets cleared, clearance of 10 optional markets may be offset by the failure to clear a single basic market.

Clearances of basic stations in evening option times is 93%, Mr. Scott reported; in station time it is only 64%. He illustrated the clearance problem with examples of NBC News, *Jane Wyman Show*, and *Ted Mack Original Amateur Hour* moving from option time to station time, resulting in a drastic drop in clearances; *Twenty One*, *Norby* and the *Bob Cummings Show* and others moving from station time to option time and resulting in a sharp rise in station clearances.

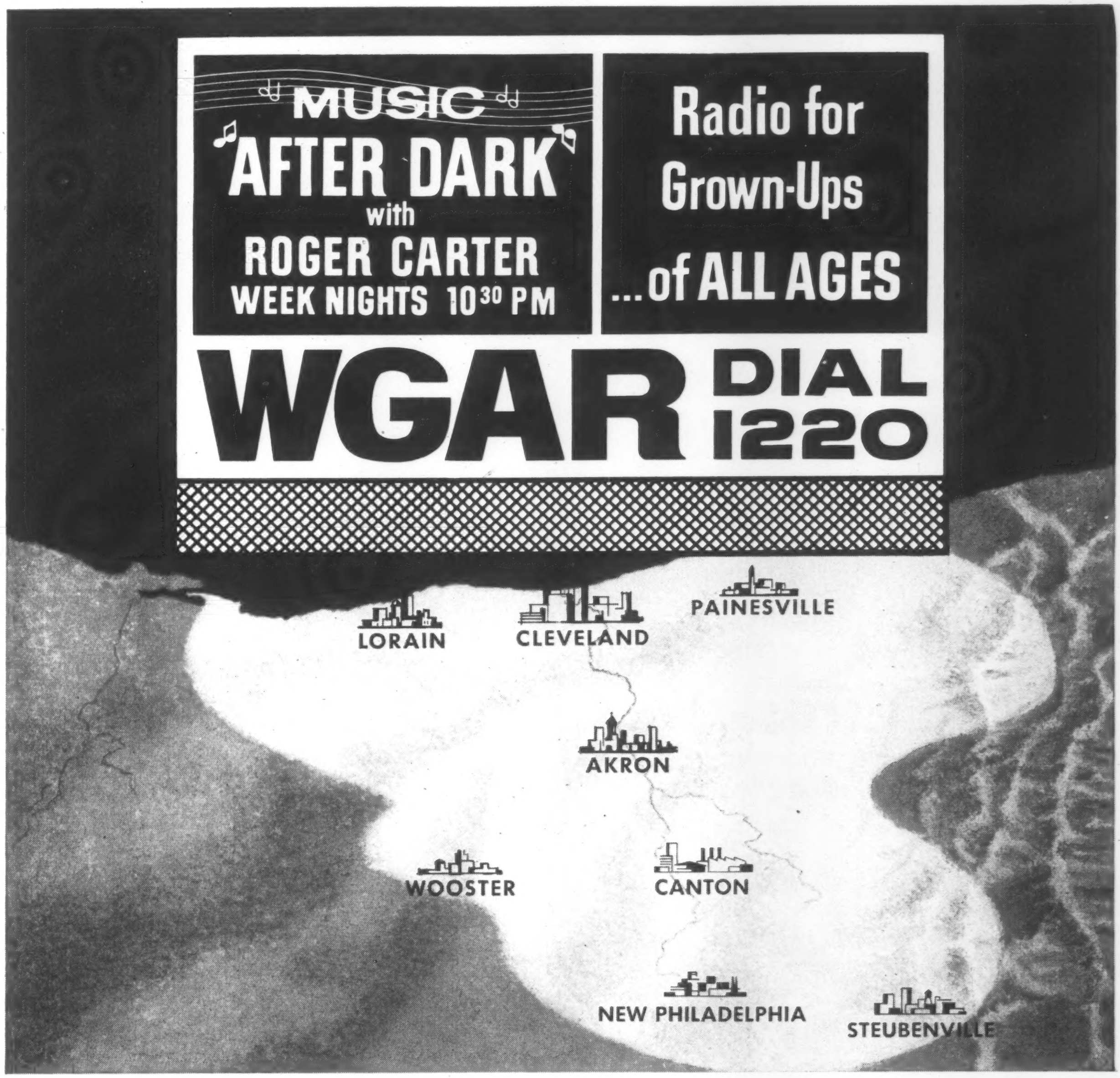
He also discussed the difficulty of maintaining network programming in station time—advertisers drop their shows, or programs fail to get exposure.

Orders from advertisers in option time are firm orders, Mr. Scott said. Those for station time are conditional, he added.

And, he went on, option time permits long-range basic planning for network program structure.

The elimination of option time, Mr. Scott maintained, would lead to the disruption of clearances, the backbone of network tv.

In questioning Mr. Scott, Comr. Ford expressed the belief that networks might use a "straddle" technique of starting a program in option time and running into sta-


MUSIC
"AFTER DARK"
with
ROGER CARTER
WEEK NIGHTS 10:30 PM
Radio for Grown-Ups ...of ALL AGES
WGAR DIAL 1220
LORAIN
CLEVELAND
PAINESVILLE
AKRON
WOOSTER
CANTON
NEW PHILADELPHIA
STEUBENVILLE

We offer you a large share of Northeastern Ohio's buying audience

You reach Northeastern Ohio's buying audience through WGAR. Because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups . . . of all ages.

For example, WGAR presents "After Dark," a program of the finest in popular and semiclassical music, each week night from 10:30 p.m. to 1:00 a.m. It's one of Northeastern Ohio's most popular nighttime shows . . . hosted by Roger Carter, who stacks his records with discriminating taste—for those who appreciate top-notch musical programming.

WGAR maintains this policy in all its programming . . . variety shows . . . complete news coverage . . . good music . . . drama . . . featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR

DIAL 1220

WESTERN ELECTRIC AND

ELECTRONIC LADY. Mrs. Kay Kojek, holding an electron tube she's just tested, is one of over 3,000 employees at our Allentown Wor
They help us make thousands of miniature electronic products for the Bell System . . . things like transistors, varistors, electron tub

ALLENTOWN, PA.

From its flower-trimmed main street to its humming factories . . . in its schools and civic gatherings . . . this bustling Pennsylvania Dutch community helps Western Electric make equipment that makes possible your Bell telephone service.

Any town that pretties up its lamp posts with flowers and waters them each night must be something special. Allentown, Pa., is that kind of city.

For ten years Allentown — where we make electronic telephone components for the Bell System—has been one of the home towns of Western Electric. As our employees, thousands of Allentonians have helped us with our job. Others have helped as employees of the 186 companies in town who furnish materials and supplies we need. (These companies, by the way, are just a fraction of our 2,336 suppliers throughout the state of Pennsylvania.)

Allentown, too, has benefited . . . through the jobs our work has made possible, in the payrolls spent with local merchants, in the taxes we have paid; and in the many ways in which we have become—either directly or through our employees — an integral part of the community itself.

Besides Allentown, Western Electric has factories in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased 1¼ billion dollars worth of raw materials, products and services from our nearly 33,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

THE CITY'S VOICE, Editor Bill Reimert of the Allentown Call-Chronicle. Bill recalls how Western Electric's coming to town took up the slack in post-war production. He feels that Western Electric's active part in community affairs and its concept of community service has been as good for his town as the jobs made and the taxes paid.

BUSINESS BOOMS for Walter Jenkins' machine shop. Walter (left), one of the 186 local suppliers of Western Electric, says his business has doubled since he became one of our suppliers. He's shown here with Charlie Bender of our purchasing organization.

ON DUTY with the volunteer county Civil Defense unit, Western Electric employees Doug Morick (left) and Glen Cowher test a mobile radio set. Other W. E. people help out in community activities such as scouting, Little League baseball and many more.

OPERATION SANTA CLAUS. W. E.'s Allentown Club, to which all Western Electric employees belong, sponsors Operation Santa Claus each year. Shown here are some of the gifts our employees have donated for needy youngsters in the Lehigh Valley.

winning quarters

From noon to 6 p.m., Monday through Friday, the Washington audience is in love with WMAL-TV. . . with these winsome results (according to ARB for February):

QUARTER-HOUR WINS:

WMAL-TV	**70**	**(4 ties)**
Station 2	35	(5 ties)
Station 3	6	(1 tie)
Station 4	4	

SHARE OF AUDIENCE:

WMAL-TV	**35.6**
Station 2	31.3
Station 3	19.7
Station 4	12.8

AVERAGE QUARTER-HOUR RATINGS:

WMAL-TV	**9.7**
Station 2	7.1
Station 3	4.2
Station 4	3.9

wmal-tv

abc

maximum power on channel 7 in Washington, D.C.

an Evening Star station represented by H-R Television, Inc.

tion time to increase the number of option time hours. He also wondered whether affiliates took network programs they normally would not because of option time. But, he added, "I guess this is the price of having network service, isn't it?"

WITNESS:
David C. Adams

David C. Adams, NBC executive vice president for corporate affairs, wound up the NBC presentation with an incisive statement on affiliation practices, rates and compensation.

He hit hard at the Barrow recommendation that affiliation criteria, contracts and compensation be made public. This is a common carrier concept, he insisted.

". . . the proposal is typical of the whole series of recommendations in this area," Mr. Adams declared. "All of them would edge the Commission into common carrier regulation of networking, and involve it in the economics of the advertising business where it has no expert knowledge or authority to operate."

Mr. Adams recalled that until April 1953, NBC used to publish monthly circulation for each of its affiliated stations. This caused so much ill feeling, he said (because the network circulation criteria were different than those used for local and spot circulation) that it was discontinued at the insistence of the affiliates themselves.

"If the Commission now should require all networks to publish the station-by-station circulation figures used for network rate purposes," Mr. Adams said, "it will start one of the greatest Donnybrooks in the business. . . ."

He also raised the question of antitrust violations if networks publicized compensation data. Compensation arrangements represent a "business" agreement, Mr. Adams pointed out, and who is to determine the reasonableness of that?

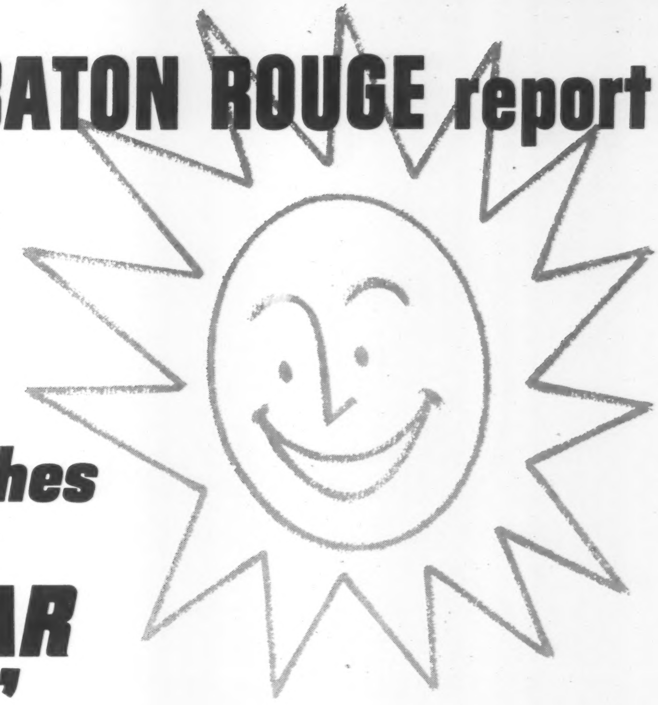
Affiliates have no lack of bargaining power, Mr. Adams stated, which needs to be met through publication of circulation figures or rate specifications.

Multiple ownership plays no part in affiliation or inclusion in must-buy lists, Mr. Adams said. Seven basic affiliates do not meet NBC's statistical criteria for must-buy, Mr. Adams said, but there are reasons for their inclusions and none are associated with multiple owners.

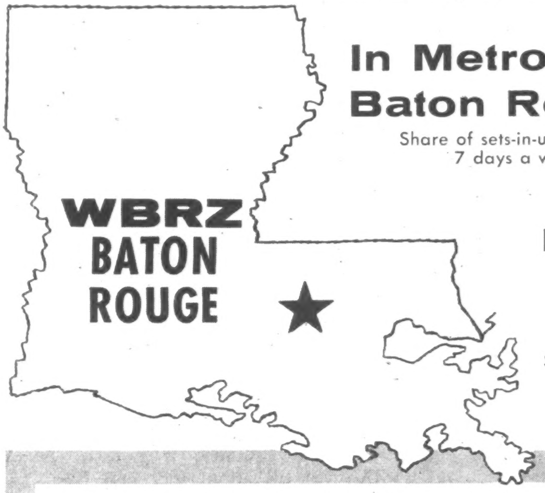
In a discussion of the importance of option time, Mr. Adams pointed out that there are substantial amounts of syndicated film in the 6-11 p.m. option time periods in the top 100 markets—20%. Feature film in this period, amounts to 7.2%, other film, 0.5% and local live programs, 12.1%.

ARB special BATON ROUGE report

PROVES



"Only sunshine reaches more homes in this BILLION DOLLAR MARKET"



In Metropolitan Baton Rouge WBRZ **63.3%**

Share of sets-in-use summary, sign-on to sign-off, 7 days a week—Sunday through Saturday

In Baton Rouge total TV area WBRZ **79.7%**

Station share of audience summary, sign-on to sign-off, 7 days a week —Sunday through Saturday

23 of the top 25 shows in the Metropolitan Baton Rouge area are on WBRZ-ABC-NBC!

—and look at these facts from ARB!

Metropolitan Baton Rouge *(Monday through Friday)*

Sign-on to noon		Noon to 6 p.m.		6 p.m. to Midnight	
	WBRZ - 60.4 Station B - 37.7		**WBRZ - 66.5** Station B - 31.9		**WBRZ - 60.9** Station B - 37.4

Total TV Area *(Monday through Friday)*

Sign-on to noon		Noon to 6 p.m.		6 p.m. to Midnight	
	WBRZ - 83.2 Station B - 16.8		**WBRZ - 80.9** Station B - 19.1		**WBRZ - 76.2** Station B - 23.8

WBRZ Channel 2

BATON ROUGE, LOUISIANA

Represented by Hollingbery

CBS-TV SPLIT IN SURPRISE MOVE

- **Jones heads various operations of CBS Tv Stations Division**
- **Cowan similarly named as president of CBS Tv Network Division**

CBS surprised the television business last week by announcing it has split CBS-TV into two separate divisions under separate presidents, Merle S. Jones and Louis G. Cowan.

Mr. Jones, who has been president of CBS-TV, was named president of the CBS Television Stations Division, consisting of owned television stations, CBS-TV Spot Sales, CBS-TV Film Sales, Terrytoons and other non-network activities, which altogether account for approximately half of the profits of CBS-TV.

Mr. Cowan, whose Louis G. Cowan Inc. created *$64,000 Question* before he moved over as CBS Inc. staff vice president for creative services in 1955, was named president of the CBS-TV Network Division. This includes "all operations having to do with network programming, sales, production, affiliate relations and the like."

CBS Inc. President Frank Stanton, announcing the unexpected changes Tuesday, attributed them to "the growth, size and complexity of the television division."

Explaining the move, Dr. Stanton said:

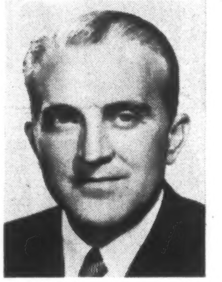
"In 1951 when we completed the separation of our radio and television broadcasting activities, the CBS Television Division operated two wholly owned stations, New York and Los Angeles. The CBS Television Network had gross time billings at an annual rate of $42.5 million.

"The CBS Television Network's gross billings for 1957 were approximately $240 million. The division now operates six company-owned stations and has an application pending before the FCC for the purchase of WCAU-TV Philadelphia. The other major units in the CBS Television Division today are CBS Television Spot Sales, CBS Television Film Sales Inc. and Terrytoons. Some idea of the importance of these non-network units may be gained from the fact that they account for approximately half of the profits of the division.

"Because of the growth, size and complexity of the television division, the time has come to divide it along functional lines into two new separate operating divisions: the CBS Television Network and the CBS Television Stations. . . ."

Dr. Stanton said CBS is "indeed fortunate to have two such leaders as Merle Jones and Lou Cowan to head these new divisions." He asserted that "the end result of this growth development will, I am confident, be greater efficiency for all television operations."

The changes were effective last Wednesday. On that same day, Mr. Cowan was elected a member of the board of CBS Inc.



MR. JONES

MR. COWAN

Mr. Jones already was a board member and will continue to be. Both Messrs. Cowan and Jones also are vice presidents of CBS Inc.

Mr. Jones, who took over as president of CBS-TV Jan. 1, 1957, upon the retirement of J. L. Van Volkenburg, first joined CBS at the network's KMOX St. Louis in 1936. Thereafter he served the company successively in key posts in Chicago, Los Angeles, Minneapolis, St. Louis and New York.

Mr. Cowan was head of the program production company bearing his name (now Entertainment Productions Inc.) before moving to CBS Inc. more than two years ago.

With the separation of CBS-TV into two divisions, CBS Inc. now operates seven divisions. The others are CBS Radio, CBS Labs, Columbia Records, CBS-Hytron and CBS International.

check KOSI's beautiful rating figures ✓ in Denver!

KOSI is the favorite family station on the Denver dial! Pulse Average 5.1 per quarter hour 6am-6pm—5,000 watts

See PETRY for KOSI, *Denver and* **KOBY,** *San Francisco's No. 1 family station in Hooper, Pulse, Nielsen.* **WGVM,** *Greenville, Miss. No. 1 Hooper and Nielsen Call Ed Devney*

MID-AMERICA BROADCASTING CO.

Oct. Pulse totals KOSI No. 1
6 am - 6 pm overall

Tv Network Gross Time Sales For January Up 11% Over 1957

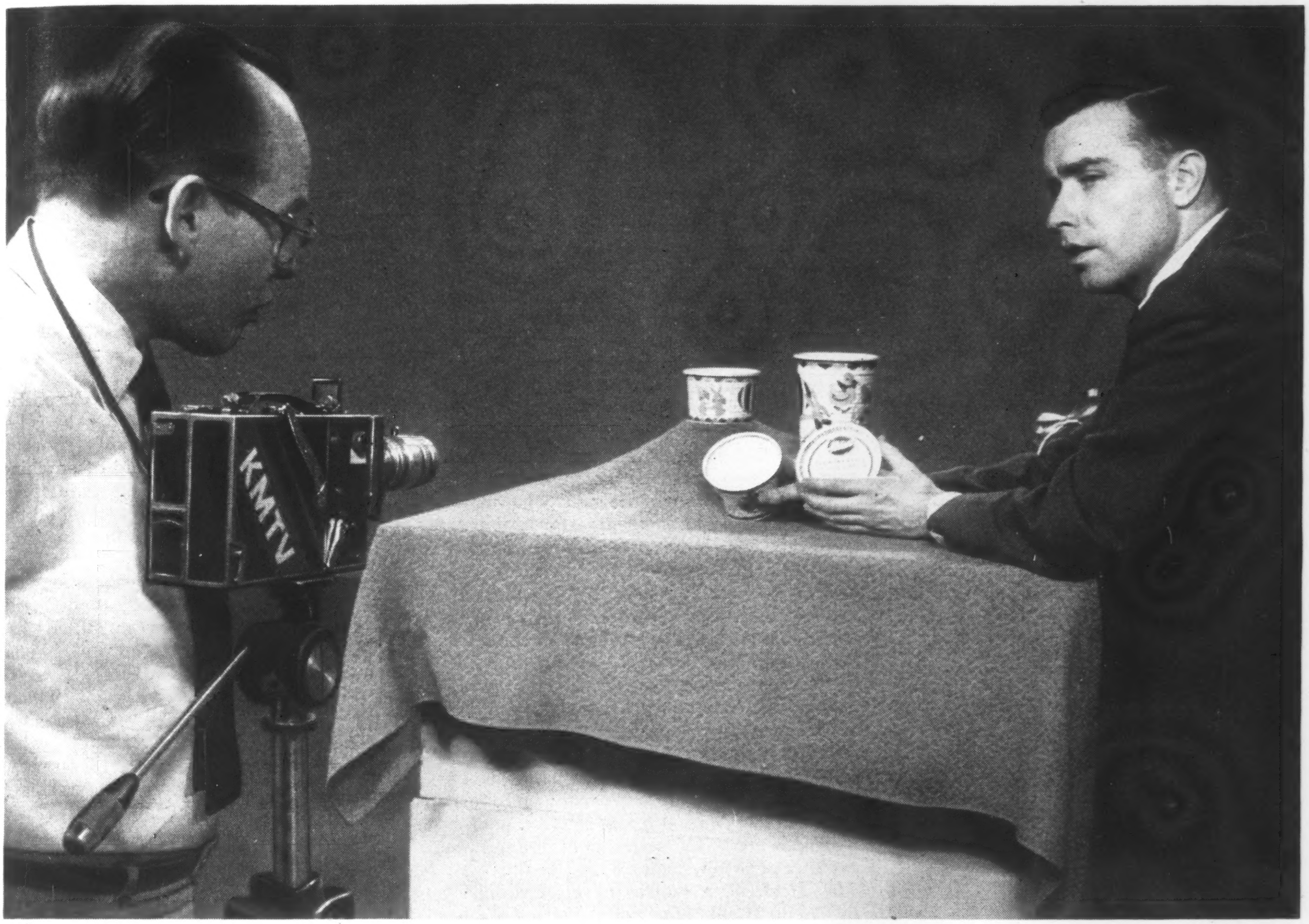
The gross time sales of tv networks totaled $49,594,212 in January, or a 14% gain over January 1957, Television Bureau of Advertising has reported. (Monthly reports of network billings now are being computed for TvB by Leading National Advertisers Inc. and Broadcast Advertisers Reports Inc. Formerly, Publishers Information Bureau compiled this data.) ABC-TV compiled the greatest billing boost with a total of $9,134,917 in January, a gain of 36%. CBS-TV was up about 9% and NBC-TV approximately 11%. TvB soon will release a supplementary report with product classification totals, a list of leading advertisers and a breakdown of gross billings for day and night. The network figures:

	January 1958	January 1957	% gain 1958 over 1957
ABC	$ 9,134,917	$ 6,715,581	36%
CBS	22,072,167	20,231,474	9%
NBC	18,387,128	16,554,941	11%
Total	49,594,212	43,501,996	14%

Networks to Beat DST Problem With 1958 Transmission Plans

The outlook in mid-March is that by April 27 when Daylight Saving Time comes around, the three tv networks will have beat the perennial networking problem of transmitting programs from DST areas to standard time zones.

ABC-TV is announcing today (Monday) that it will expand its system, thus maintaining most programs in their regular time periods during DST. The network is adding the Eastern Standard Time zone this year and as a result very few stations—except for



In KMTV's studio, Chief Photographer Dale Hoaglan (left) and TV Director Jack Riley shoot a commercial. The station uses Du Pont 930 and 931 for all film work — commercials, newsreels, on-the-spot interviews.

"For every shot, any time
we count on Du Pont film"

says Mr. Dale Hoaglan, Chief Photographer of station KMTV, Omaha, Nebraska.

Since the station opened in 1952, versatility has been the underlying theme of KMTV's operation. And to help achieve it, they chose Du Pont 930 Rapid Reversal film for newsreel use right from the start, and added 931 as soon as it was introduced.

Mr. Hoaglan tells us that during the last six years, "these films have met our every requirement, giving us the necessary speed to work at low light levels and in situations of extreme contrast. The high speed alone justifies the use of 930 and 931, and we get other benefits such as fast and easy processing, excellent contrast, good gray scale and optimum sound track quality.

"All our cameramen are primarily reporters," Mr. Hoaglan continues. "They simply do not have the time to master all the intricacies of photographic technique, so we must have a very versatile film with enough latitude to record any event, regardless of the circumstances.

"These qualities are reliably backed up by a sound service policy on the part of Du Pont. Whatever the problem involved, we know we can depend on the technical know-how of the Du Pont Company."

If your film needs include versatility, combined with the best in technical service, just call the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

the Pacific Standard Time zone—will be fed programs other than at the local time now received. Stations on PST will get their programs an hour earlier, local time.

NBC-TV and CBS-TV report they are on schedule with plans to eliminate DST problems All three networks will make liberal use of videotape for delay telecasts.

ABC Top Ranks Filled In New Appointments

American Broadcasting-Paramount Theatres Inc. last week buttoned up the executive alignment of its broadcast operations.

James G. Riddell, president of AB-PT subsidiary WXYZ-AM-FM-TV Detroit, was elected executive vice president of ABC, a division of AB-PT, and a director of AB-PT. He takes over the new administrative post July 1. In that position, the radio (ABN) and the tv (ABC-TV) networks will report to him and he in turn to AB-PT President Leonard H. Goldenson. (See OUR RESPECTS, page 26.)

Simon B. Siegel, financial vice president and treasurer of AB-PT, also was elected a director of the theatre-broadcast company.

MR. SIEGEL

Reports had been current since early winter that AB-PT would create an overall administrator of the company's broadcast operations [CLOSED CIRCUIT, March 10; Dec. 16, 1957]. The renewed speculation had followed the elevation last month of Oliver E. Treyz from vice president in charge to president of the ABC-TV division. Robert E. Eastman is president of ABN. Both men, according to Mr. Goldenson's announcement Monday, will continue to operate the networks as autonomous units with no change in operating policy.

Although Mr. Riddell formally assumes his ABC post July 1, the WXYZ executive already is moving into his new duties on an informal basis. Mr. Riddell said he has set a meeting for today (Monday) and tomorrow in Detroit for general managers of all ABN-owned radio stations. Purposes: an orientation in WXYZ functions (the station is regarded as a successful radio operation) with which Mr. Riddell is most familiar and a chance to meet with the station heads.

Mr. Goldenson said Mr. Riddell's addition to executive management of ABC was part of "a long-range plan to meet the growing requirements of the company," noting that the broadcaster had compiled "an outstanding record" at the Detroit stations.

Mr. Siegel was elected to his current post at AB-PT in 1957 and was treasurer of AB-PT upon its formation in 1953 as a result of the merger of ABC and United Paramount Theatres. Previously, he was comptroller of UPT. He joined the comptroller's staff of Paramount Pictures Inc. in 1929.

NTA FILM NETWORK PLANS EXPANSION

- **Landau outlines new shows**
- **Approach sound, he feels**

National Telefilm Assoc., New York, last week reaffirmed its confidence in the concept of the NTA Film Network by announcing an expanded schedule for the fall, covering six major program series and the establishment of a three-hour segment in prime time in certain markets.

Ely A. Landau, board chairman of NTA and president of the NTA Film Network, told a news conference in New York the company is convinced that the film network approach is sound. The expansion move is planned, even though the network's major effort during 1957—*Premiere Performance*, a weekly 1½-hour presentation of 20th Century-Fox feature films—ended a 39-week cycle last January. Mr. Landau explained that film network activities were halted temporarily to evaluate accomplishments and plan for next season, although the company never questioned the soundness of the film network concept.

The programs to be carried starting next fall, Mr. Landau said, are *How to Marry a Millionaire,* a half-hour series based on the motion picture of the same name and filmed by TCF-TV; *Man Without a Gun,* another half-hour TCF-TV series built around the exploits of a newspaper editor in the West; *This Is Alice,* a half-hour series produced by Desilu Productions and centering around an impish youngster; *The Tv Hour of Stars,* hour-long dramatic presentations produced for television by Warner Bros.; *Premiere Performance,* a new group of 39 first-run tv feature films produced by Fox, and Shirley Temple feature films, a series of motion pictures featuring the former child star at the height of her popularity.

This new programming, Mr. Landau said, involves a total expenditure of $12 million. He revealed that the network will offer all its fall programming in upward of 100 markets next season.

A new programming pattern has been created called the "Big Night." Mr. Landau said that in the 17 markets where there are four or more stations, the independent outlet in each area will be invited to participate in this pattern and he indicated favorable reaction already in 15. The present plans call for the "Big Night" to be telecast 7:30-10:30 p.m. on a single night, with programming covering *How to Marry a Millionaire, Man Without a Gun, This Is Alice* and *Premiere Performance.* These markets represent 46% of U. S. tv homes, according to Mr. Landau, and include about 19.5 million tv homes.

In other markets, NTA hopes to clear Class A time for the half-hour series and place *Premiere Performance* in late evening time slots. The *Tv Hour of Stars* programming is earmarked for early evening presentation in the four-or-more-station markets and in other areas. Plans are to slot the dramas during daytime periods, perhaps as a week-day strip. The Shirley Temple films, Mr. Landau said, will be programmed as a special holiday series, much in the manner of the recent *Holiday Specials* during the past Christmas season when four films starring Miss Temple were shown.

Mr. Landau reviewed the accomplishments of *Premiere Performance* and the *Holiday Specials* during 1957 and contended that in terms of ratings and in cost-per-thousand the presentations were "excellent buys" for the various participating sponsors. These included Warner-Lambert Pharmaceutical Co., P. Lorillard Co., Hazel Bishop Inc., Sunbeam Corp., Ideal Toy Corp., Toni Co., Phillips-Van Heusen Corp., Smith Bros. Inc. and Technical Tape Corp. He said the main obstacle confronting the NTA Film Network is its "pioneering concept, as many people are a bit afraid of anything new, of something that breaks with tradition." Mr. Landau felt, however, that the first year's efforts had smoothed the way for next year's activities.

Outside of the fall programming, the NTA Network, as previously announced, will feed a one-hour program titled *The 20th Century-Fox Hour* to a lineup of about 63 stations for 13 weeks [FILM, Feb. 3]. The program, consisting of re-runs of films shown on CBS-TV several years ago, will be offered to advertisers under a plan called "Double Impact." Each week a one-hour film will be played twice on different days, enabling the advertiser to reach a new audience for each run.

Universal's Rackmil Optimistic Despite Loss for First Quarter

The "hold the line at '48" motto being adopted by Hollywood producers on release of old films to tv was echoed last week during a routine stockholders meeting at Universal Pictures Corp. President Milton R. Rackmil also told shareholders that Universal is in the motion picture business to stay. His optimistic outlook came in the face of a reported $450,000 net loss during the first quarter of fiscal 1958. (In the comparable first quarter of fiscal 1957, Universal had a net profit of $163,786.)

Mr. Rackmil spent most of the hour-long meeting denying various current "reports." Among them he denied (A) that Universal is in the process of selling its Universal City lot to NBC for an estimated $35 million, (B) that Universal is going to liquidate its physical plant and sell its property, (C) that Universal is going to merge with Decca Records which owns 81.4% of the film company's outstanding common, (D) that Universal is thinking of springing some 300 post-1948 films since it now has placed into distribution 600 pre-1948 films through Columbia Pictures Corp.'s Screen Gems Inc. at estimated earnings of $30 million.

Mr. Rackmil assured the shareholders that Universal is not going to release any post-1948 films at this time to tv in line with the stand of other studios. He apparently did not consider Republic (now-defunct) as a studio. He did not mention Republic by name. Republic, unlike United Artists Corp. which maintains no studio operations of its own, recently released a large number of post-1948 feature film to tv.

The Universal president declined to dis-

Represented Nationally by... CBS Radio Spot Sales
...styled for today's ALL-AGE audience
Live and Lively radio
Radio-Wise Portland Advertisers Prefer...
KOIN
CBS for Portland, Oregon

cuss how much the firm spent in advertising last year but informed the inquiring stockholders that he would be happy to discuss budgets "in private." It was learned that Universal (through Cunningham & Walsh) spent more in 1957 than in the previous year to combat a "severe drop" in box office receipts.

Spot Announcements Top Programs in Cost—TPA

Advertising using television spot announcements spend as much as 85% more for an equal amount of commercial time than they do if they buy half-hour film programs on a combined time and talent cost basis, Michael M. Sillerman, executive vice president of Television Programs of America, said last week on the basis of a study made by TPA.

A half-hour program gives the sponsor at least three minutes (180 seconds) of commercial time. The cost of the half hour in the TPA study was figured in all instances on the cost for 10:30 p.m., regarded by some stations as A time, by others as B time and still others as AA or C time. Program cost was TPA's rate card for *New Adventures of Charlie Chan*.

The spot announcement cost was computed for nine 20-second spots per week, the same total time (180 seconds) as the three one-minute commercials that an advertiser would get if he bought a half-hour program. TPA officials acknowledged that on many stations the unit price of 20-second and one-minute commercials is the same, that nine 20-second spots would cost the same as three one-minute spots. But they asserted that it was virtually impossible to buy minute spots in desirable time.

The individual market figures follow:

MARKET	PROGRAM	SPOT	"EXCESS"
Atlanta	$ 805.00	$1,017.00	26.3%
Baltimore	1,170.00	1,575.00	34.6%
Boston	2,195.00	3,060.00	39.4%
Buffalo	1,150.00	1,575.00	37.0%
Chicago	2,473.50	2,835.00	16.3%
Great Falls	131.00	202.50	54.6%
Quincy, Ill.	221.50	303.75	37.1%
New York	7,636.80	8,100.00	6.0%
Philadelphia	2,188.00	4,050.00	85.1%
Providence	1,044.00	1,620.00	55.0%
Greenville, S. C.	417.75	708.75	69.5%
Beaumont, Tex.	230.25	351.00	52.4%
Green Bay, Wis.	312.00	378.00	21.1%
Jackson, Miss.	214.75	263.25	22.6%
Richmond, Va.	645.50	918.00	42.2%
Portland, Ore.	642.00	756.00	17.8%
San Diego	443.00	607.50	37.1%
Denver	556.50	688.50	23.7%
Yuma, Ariz.	106.30	163.80	54.0%
Lincoln, Neb.	208.50	371.25	78.1%

Figures are based on gross cost of time and talent for half-hour program at 10:30-11 p.m. (Program column) and gross cost of nine 20-second spots providing equal commercial time in 10:30-11 p.m. period (Spot column). "Excess" column is percentage by which spot cost exceeds program cost in these instances cited by TPA.

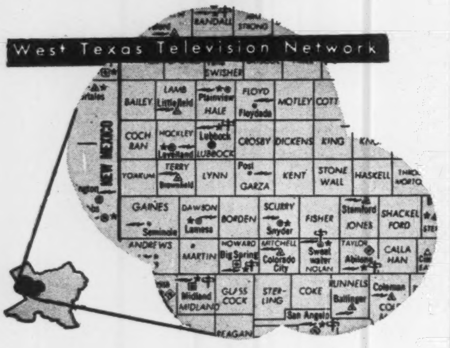
Fleischer, Seeger Form Film Firm

Out of the Inkwell Inc., a new firm to produce animated cartoon series and novel films for television, was announced last week by movie cartoon pioneer Max Fleischer and tv producer Hal Seeger. Mr. Fleischer is originator of Koko the Clown. Mr. Seeger is head of Hal Seeger Productions, tv commercial firm. Out of the Inkwell is at 200 West 54th St., New York. Phone is Circle 6-4939.

She's lovely to look at,

delightful to know..... and her buying habits are sensational. Meet her in Portland, Oregon, and 30 surrounding counties through her station, **KOIN-TV** on **6**. The gentlemen from CBS-TV Spot Sales will be happy to acquaint you with **KOIN-TV**'s lovely ratings and delightful coverage.

1 BUY
3 MARKETS


West Texas Television Network
RANDALL
ARMSTRONG
SWISHER
BAILEY
LAMB
Littlefield
Plainview
HALE
FLOYD
Floydada
MOTLEY
COTT
COCHRAN
HOCKLEY
Levelland
Lubbock
LUBBOCK
CROSBY
DICKENS
KING
NEW MEXICO
YOAKUM
TERRY
Brownfield
LYNN
Post
GARZA
KENT
STONEWALL
HASKELL
GAINES
Seminole
DAWSON
Lamesa
BORDEN
SCURRY
Snyder
FISHER
Stamford
JONES
SHACKELFORD
ANDREWS
MARTIN
HOWARD
Big Spring
MITCHELL
Colorado City
Sweetwater
NOLAN
TAYLOR
Abilene
CALLAHAN
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MIDLAND
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REAGAN

KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country.

TV FAMILIES: 150,484

KPAR-TV, CBS, ABILENE-SWEETWATER

New studios in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities.

TV FAMILIES: 87,640.

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income.

TV FAMILIES: 65,970.

TOTAL TV FAMILIES: 304,091

Delivers greater % of audience in all time segments than any other BIG Texas market!

BIG! even for TEXAS!
CBS

K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

DRINKING *to the east-west film exchange (l to r): Vasily Eugenev, international exchange department chief, U.S.S.R. radio committee; Edward J. Stern of Cincinnati, president of International Television Programs Inc., exclusive foreign distributor for Ziv Television Programs Inc.; George Ivanov, director of the Moscow Television Service, and Joseph Brandel, ITP European director.*

Russians to See Serials by Ziv Under New Exchange Negotiated

Three Ziv Television Programs Inc. series —*Sea Hunt, Favorite Story* and *Science Fiction Theatre*—will be the first American tv programs to be telecast in Russia under the State Dept.'s new cultural exchange pact with the Soviet Union, it was announced last week by Edward J. Stern, president of International Television Programs Inc., distributor of Ziv shows outside of the U. S. and Canada.

Mr. Stern returned to the U. S. last week from Moscow where he and Joseph M. Brandel, vice president in charge of European operations for ITP, concluded arrangements for the exchange of programming in meetings with Soviet officials. Mr. Stern said there is no money involved in the contract. Prints for 13 episodes of each of the three American series will be shipped to Russia on April 15 and will be dubbed in Russian for airing on that country's 37 stations. In turn, ITP will have the right to the first selection of Russian program material for distribution in Western countries. Mr. Stern indicated that Russian material that will be considered includes animated cartoons and films of ballet and puppets.

Abbott Sues Costello in L.A.

It once was the comedy team of Abbott and Costello, but there was nothing comic last Tuesday when it was Abbott vs. Costello in Los Angeles Superior Court, where William A. (Bud) Abbott filed a breach of contract suit against Lou Costello and TCA Inc. for at least $222,465. The complaint, entered by attorney Robert A. Elliott, alleges that in 1951 TCA and its president, Mr. Costello, contracted for Mr. Abbott to appear in a series of 52 Abbott and Costello tv films at a fee of approximately half of the net proceeds but not less than $7,500 a picture. But Mr. Abbott charges he received only $167,525 instead of the $390,000 minimum. Probably his share should have been closer to $1 million, he estimates in the belief that the series netted $2 million or more, but he alleges he has not been able to get an accounting.

English Tv Distributor Buys World Rights to Movie Package

Mundus Television Corp., English television distributor, announced last week the purchase of world negative rights to 30 motion pictures from Sunset Securities Corp., a subsidiary of the Bank of America.

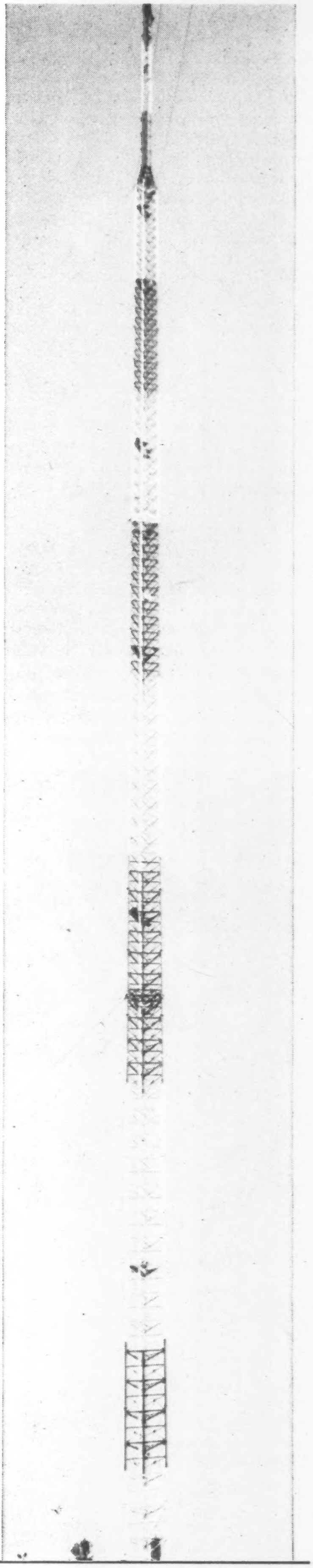
U. S. and Canadian rights to the package, sold by Sunset in 1953 to General Teleradio, expire October 1 and Mundus will take over these rights at that time, according to Vernon Burns, head of the English firm.

Titles include: "Arch of Triumph," "Casbah," "Dark Mirror," "Countess of Monte Cristo," "Double Life," "Let's Live a Little," "Lost Moment," "Lulu Belle," "Magnificent Doll," "Body and Soul," "Caught," "Letter From an Unknown Woman," "Fabulous Dorseys," "Four Faces West," "The Scar," "Mr. Peabody and the Mermaid," "One Touch of Venus," "Ruthless," "The Other Love," "Secret Beyond the Door," "The Senator Was Indiscreet," "Miracle of the Bells," "Macbeth," "No Minor Vices," "Northwest Stampede," "Ramrod," "The Private Affairs of Bel Ami," "Force of Evil," "Magic Town" and "So This Is New York." Western Hemisphere rights to the films, excluding Canada, have been acquired by National Telefilm Assoc., Mr. Burns said.

Hollywood Tv Sales Cadre Named

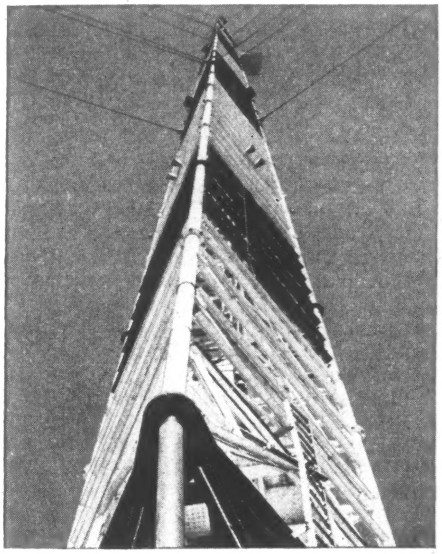
Hollywood Television Service Inc. has set up five sales areas to handle sales of its Constellation Group of post-1948 feature films and serials. Named by President Earl Col-

USS "T-1" Steel cuts cost 15% in 1,199-ft. TV Tower



THIS is the new 1,199-ft. WBZ-TV transmitting tower near Boston, Massachusetts. It's unique because up to the 838-ft. level its legs are of USS "T-1" Steel, a constructional alloy steel so strong that it enabled significant savings to the tower owner. This structure was designed and built by Dresser-Ideco for Westinghouse Broadcasting Co.

WBZ's tower presently supports a 6-bay channel 4 antenna, but future plans call for it to carry plenty of additional weight; pending FCC approval, another 300 feet of height will bring it to an ultimate 1,499 feet. The tower had to be built with the strength to accommodate this extra weight without the necessity of future structural modifications.



Round, hot-rolled, heat-treated bars of USS "T-1" Steel were used for the three legs up to the 838-ft. height because this alloy steel has nearly three times the yield strength of structural carbon steel. It therefore enabled Dresser-Ideco to reduce the size of the legs greatly, lowering shipping weight, welding costs, wind stresses and over-all weight and price. For example, consider the leg members at the bottom of the tower. Cross-sectional area of these "T-1" bars is only 56% of the area required with the usual structural carbon steel, resulting in a 44% material savings. Also saved: the cost of hot forging and machining, since carbon bars of the size required for the biggest members are too large to be produced economically by hot-rolling. *Altogether, the builders estimate that "T-1" Steel cut the cost of this tower by 15%.*

You, too, can achieve significant cost savings by specifying USS "T-1" Steel for large towers. For further information, write United States Steel, Room 2801, 525 William Penn Place, Pittsburgh 30, Pa.

USS United States Steel

lins to head the territories: Richard G. Yates, eastern and New England block, headquartering in New York; John V. Forsyth, southern block, in Atlanta; Richard Hill, southwestern, Dallas; H. P. (Hank) Long, western, San Francisco, and Leo Turtledove, midwestern, Chicago. The HTSI Constellation package includes 203 motion pictures and 15 serials and is valued at $100 million by the distributor.

AMPP Re-elects Johnson

Eric A. Johnston and Y. Frank Freeman were unanimously re-elected president and board chairman, respectively, of the Assn. of Motion Picture Producers at the annual meeting March 3.

Other officers are B. B. Kahane, vice president; Steve Broidy, vice president; Charles S. Boren, vice president for industrial relations; James S. Howie, secretary-treasurer. MPPA directors are Mr. Broidy (Allied Artists), Mr. Kahane (Columbia), William H. Anderson (Walt Disney Productions), Saul N. Rittenberg (Loew's), Mr. Freeman (Paramount), Ray Klune (RKO), Howard McDonnell (Republic), Morris Weiner (Universal), E. L. dePatie (Warner Bros.) and Lew Schreiber (20th Century-Fox), added to the board to fill the vacancy left by the death of Fred S. Meyer.

Mr. Freeman was elected president of Central Casting Corp.; Mr. Weiner, vice president and board chairman; Mr. Boren, executive vice president, and Mr. Howie, secretary-treasurer, at the same meeting. The boards of the two organizations are identical.

MCA May Get DeMille Movies As Part of Paramount Package

Paramount Pictures Corp. is coaxing another agreement along as part of its overall $50 million sale of its feature backlog to Enika Corp., subsidiary of Music Corp. of America.

Reportedly in agreement are Paramount and its veteran producer Cecil B. DeMille on a $1.5 million sale of Mr. DeMille's interest in 10 Paramount motion pictures. Mr. DeMille's Paramount productions total about 70. The 10-feature package, all pre-1948 releases, would be turned over by Paramount to Enika as part of the total sale.

Though terms generally were agreed upon, it was understood last week, that a pact had not yet been concluded. This latest negotiation follows disclosure that the motion picture company's Paramount-Sunset Corp., which already operates major studio facilities as a rental service to outside tv and film producers, plans to produce film for television [FILM, March 10].

Film Commercials Syndicated

Ad-Vantage Film Sales has been formed in Hollywood to handle sales and distribution of syndicated tv film commercial campaigns designed for use by local tv advertisers. Each campaign will be designed for a full year's use, generally including 10 commercials of varying lengths, some live action, some animation, some a combination, with a new campaign to be ready for use the following year. Some 20 categories of local accounts, ranging from auto dealers, bakeries, banks and breweries to realtors, savings and loan institutions, supermarkets and tire dealers, are slated for early production, according to Robert M. Koenig, president. Chris Petersen Jr. is vice president, serving in an advisory capacity. Ad-Vantage is located at General Service Studios, 1040 N. Las Palmas, Hollywood. Telephone: Hollywood 5-1639.

In Louisville

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for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

FILM SALES

Screen Gems, N.Y., reports sales on reruns of *77th Bengal Lancers* in total of 23 markets in first month of syndication with latest transactions completed including Transcontinent Television for WGR-TV Buffalo, WROC-TV Rochester, both New York; WSVA-TV Harrisonburg, Va.; WBAL-TV Baltimore; KPHO-TV Phoenix; KVII (TV) Amarillo, Tex.; WHYN-TV Springfield, Mass., and KHQA-TV Hannibal, Mo.

ABC Film Syndication, N. Y., reports sale of its "Galaxy 20" package of feature films in nine markets, covering WCBS-TV New York, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, KTVU (TV) Oakland, Calif., WTIC-TV Hartford, Conn., WFAA-TV Dallas, KOMO-TV Seattle, WOOD-TV Grand Rapids, Mich., and WDAU-TV Scranton, Pa.

National Telefilm Assoc. reports sale of its "Champagne Package" features to KCMO-TV Kansas City; WOW-TV Omaha; KFMB-TV San Diego; KIRO-TV Seattle; WJAR-TV Providence, R. I.; WBNS-TV Columbus, Ohio; WDEF-TV Chattanooga, Tenn.; MGM-TV Minneapolis; WDBJ-TV Roanoke, Va.; WREX-TV Rockford, Ill.; WSBT-TV South Bend, Ind.; WAVY-TV Norfolk, Va.; WCIA (TV) Champaign, Ill.; KDAL-TV Duluth, Minn.; WJIM-TV Lansing, Mich.; WPTV (TV) West Palm Beach, Fla.; KGLO-TV Mason City, Iowa; WDAY-TV Fargo, N. D.; WXEX-TV St. Petersburg, Va.; KICA-TV Clovis, N. M.; KHUM-TV Eureka, Calif.; KVIP (TV) Redding, Calif.; WABY-TV Green Bay, Wis.; KFDM-TV Beaumont, Tex.; WFMY-TV Greensboro, N. C.; KERO-TV Bakersfield, Calif.; WJHL-TV Johnson City, Tenn., and WINR-TV Binghamton, N. Y.

ON CAMERA

CBS-TV Film Sales reports it is producing new non-fiction science adventure show made for syndication titled *Exploring Space*. Show features **Dr. I. M. Levitt,** director of Fels Planetarium of Franklin Institute, whose column is syndicated in more than 100 newspapers.

Television Programs of America reports new half-hour film series based on life and experiences of retired New York police Lieut. John H. F. Cordes, titled *Johnny Cordes* has gone into production in New York.

"I seldom miss an issue of Ad Age . . ."

says **FRANK F. BELL**
President
Pharma-Craft Corporation

"Over the years, I have learned to depend on Advertising Age for accurate and informative data on how all products—drugs included—are advertised and merchandised to the consumer. As a reservoir of vital information in its field, Ad Age is unique. I seldom miss an issue."

In the hustle-bustle world of marketing, Ad Age's unique weekly coverage ranks high with most of the executives of importance to you — those who *influence* as well as those who *activate* major broadcast decisions. For here they find not only the news of their fast-changing fields, but trends, developments and sharp analyses which help them decide on markets and media.

At the Pharma-Craft Corp., for example, where sales have tripled since 1954, broadcast will get the lion's share of the firm's advertising for the year ending July, 1958. The pharmaceutical company's products (including Fresh deodorants and Coldene cold medicines) have a $7,000,000 ad budget, about 70 per cent of which is earmarked for radio and tv. From October, 1957, through March, 1958, about 13,000 radio spots alone were planned.

Every Monday, *5 paid-subscription copies of Ad Age* help Pharma-Craft executives with marketing responsibilities keep abreast of developments affecting them. Further, *430 paid-subscription copies* reach decision-makers at J. Walter Thompson Co. and Cohen & Aleshire, Inc., the agencies handling Pharma-Craft accounts.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

FRANK F. BELL

Mr. Bell has devoted almost all of his business career to the drug field, his early experience having been in sales, sales research and sales training. Among the positions he held before joining the Pharma-Craft Corporation was vice-president in charge of sales and advertising for Grove Laboratories, Inc.

Late in 1954, Mr. Bell was named president of Pharma-Craft, the pharmaceutical affiliate of Joseph E. Seagram & Sons, Inc. Under his administration, P-C's advertising has been increased and new products are being introduced. Although the company's initial interests were proprietary medicines and cosmetics, Mr. Bell says Pharma-Craft also plans to enter the field of ethical drugs. As part of the firm's huge expansion program, executive headquarters were established at a new plant near Princeton, N. J., early in 1958, with full production also being maintained at the Batavia, Ill., plant.

ABC ABP NBP

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
Is Color TV Coming Out from Under?
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
'Scoop' or 'Scope' in News Coverage?—TV Wants 'Em Both
American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

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Kuchel EIA Luncheon Speaker This Wednesday in Washington

Sen. Thomas H. Kuchel (R-Calif.), member of the Senate Select Committee on Small Business, will address the opening luncheon of the Electronic Industries Assn. spring meeting, starting Wednesday at the Statler Hotel, Washington.

Other officials of the executive and legislative branches of government will take part in a small business program as well as other activities during the three-day session, according to James D. Secrest, EIA executive vice president. Rep. George H. Mahon (D-Tex.), chairman of the House Appropriations Subcommittee on Defense, will address industry-government dinner March 20.

Atlanta Ad Institute Sets Meeting

Atlanta's Ninth Annual Advertising Institute is scheduled for April 17-18 at the Dinkler Plaza Hotel there, Wilbur Kurtz Jr. of Coca-Cola Co., the institute's general chairman, has announced. An estimated 200 southern registrants will hear lectures by experts on copywriting, art work, motivational research, layout and advertising techniques. There will be a number of workshop sessions on the uses of various advertising media, including radio and tv.

Featured speakers include Betty Furness, Westinghouse *Studio One* (CBS-TV) commercials personality; Robert M. Feemster, executive committee chairman of *Wall Street Journal* and chairman, Advertising Federation of America; Leo Burnett, board chairman, Leo Burnett Co., Chicago, and Norman E. Cash, president, TvB.

NAB's Tower Proposes Course To Develop Broadcast Execs

Plans for a management development course for broadcast executives were outlined by Charles H. Tower, NAB labor manager, at a Thursday conference of the Georgia Assn. of Broadcasters in Atlanta.

A two-week management course is being considered in conjunction with a major university, he said, with the university faculty handling the teaching load. He asked broadcasters to tell NAB what they think of the idea.

"The primary purpose would be to expose broadcast management to basic management skills and methods," he said. "While some broadcast materials would be used, major emphasis would be on the techniques common to all management whether it be a radio station or a shoe factory, a tv network or a steel plant. Secondary emphasis would be given to acquainting broadcasters with the environment and the business problems of industries with which they come in contact, and also to give an insight into the disciplines which relate to the broadcast environment."

The course would be limited to about 50 broadcasters, primarily station managers and those in line for top management position.

Further Radio Agenda Plans Set For NAB Convention Next Month

The business outlook for aural broadcasting tops the list of subjects on the radio management sessions to be held during the NAB convention in Los Angeles, April 27-May 1. Radio's role in national defense and standards of practice will be discussed.

Radio sessions will be opened Tuesday afternoon (April 29) by Merrill Lindsay, WSOY Decatur, Ill., chairman of the NAB Radio Board. A panel will follow, titled "This Business of Radio—Inventory 1958." Speakers from spot sales groups, networks and the association will take part. Another panel that afternoon will include government speakers on radio's role in defense.

The Wednesday afternoon program includes a presentation on the new visual and audio symbols of good radio practice, a research panel and a session directed by Radio Advertising Bureau. John F. Meagher, NAB radio vice president, will preside both times.

The Thursday morning program will be made available for an all-industry meeting looking toward formation of an All-Industry Music Licensing Committee consisting of both NAB members and non-members. The ASCAP radio contract expires next Dec. 31. A similar committee was formed by tv stations at the 1957 convention. Tv contracts expired last Dec. 31.

A panel discussion on fm radio will be held Monday morning prior to formal opening of the convention.

RTES Job Placement Lagging

A contest sponsored by Radio & Television Executives Society, which aims to prod the use of its "Listening Post" job counseling and personnel placement service, is dragging. This was reported last week by Albert B. Shepard of Select Station Representatives, station representative, and vice chairman of the Listening Post committee, who said too few job leads have been submitted. The contest now underway seeks to stimulate an immediate flow of current job openings. The persons supplying the most "definite" leads up to the May 2 deadline will win prizes which include a portable typewriter, radios, phonographs, record albums, tickets to the play "My Fair Lady" and Ross Reports-Tv Index subscriptions.

Alabamans Set Meet April 10-12

The Alabama Broadcasters Assn. will hold its 12th annual convention in Mobile April 10-12, according to William W. Hunt, WAPX Montgomery, association president.

Among those scheduled to appear before the convention is Mary Jane Morris, FCC secretary; Ray Furr, WAPI-WABT (TV) Birmingham, to deliver keynote address.

Vermont UP Outlets Pick Herbert

Alan Herbert, program director of WCFR Springfield, Vt., was elected president of the new UP Broadcasters Assn. of Vermont at its founding meeting March 6. Elected to serve with Mr. Herbert: John Sullivan, WCAX-AM-TV Burlington, vice president; Edward D. Somes, WTSA Brattleboro, sec-

Everyone Scored but you, Smidley!

MARKETING
RESEARCH
COPY
PUBLICITY
FREEBORN

Yup—everybody on the team. But what in blazes happened to timebuying? They were all counting on you to grab this KIMA-TV combination. They were banking on this big, exclusive TV buy—this billion-dollar bonanza. But you just flat booted one of the nation's top 75 markets. Why, I'll never know. But they won't let you forget it, Smid. Believe me, they won't.

Quite a market . . .

Population 563,875
Automotive sales......$116,239,000

Source: 1957 "Survey of Buying Power"

WASHINGTON
IDAHO
KBAS-TV
EPHRATA
KIMA-TV
YAKIMA
KEPR-TV
PASCO
KLEW-TV
LEWISTON
COLUMBIA R.
OREGON

KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

retary-treasurer, and Barry Locke, Vermont manager for UP, executive secretary. Program committeemen: David Crane, WDEV Waterbury; Stanley Douglas, WTWN St. Johnsbury; and Clara Antonetti, WTSA. Ten Vermont radio and tv stations are members of the association.

Lindow Warns Againt Using 'Untried Allocation Formulas'

"Untried allocation formulas" could jeopardize the prospect of full nationwide television service, Lester W. Lindow of Washington, executive director of the Assn. of Maximum Service Telecasters, warned last week in a speech before the Pittsburgh Radio & Television Club.

Mr. Lindow described the AMST signal testing program for Pittsburgh broadcasters as the most comprehensive undertaken in 12 years of television in this country. AMST field measurements are being turned over to the all-industry Television Allocations Study Organization as they are completed, he said, for TASO's report to the FCC.

"We are at a waypoint in the development of this industry which requires that each of us have some understanding of the technical implications of allocations procedures if he is to have any basic comprehension of our future," Mr. Lindow told his audience of broadcasters, advertisers and agencymen, noting that tv, with 800 stations on the air, is ahead of radio at a comparable point in that industry's growth.

SAG, Film Commercial Makers May Reach Agreement This Week

The prospects are bright for an agreement this week on a new contract between the Screen Actors Guild and producers of tv film commercials, even though SAG has set tomorrow (Tuesday) as the deadline for strike authorization ballots from its membership.

As of late last week, the main stumbling block has been over the issue of "unit payment," while other points have been resolved satisfactorily [Personnel Relations, Feb. 10]. Even in the area of "unit payment," according to a producer spokesman, concessions have been made and the gap between the union and the producers is narrowing. The Guild originally had demanded that payment for each commercial be made at its completion, whereas the producers had insisted upon payment for the commercials only when delivered to the agency for use. In each instance, talent is paid for the day's work but the difference arose over the union's contention that actors must be paid for each commercial produced and the employers maintained that payment be made only when it is delivered to the agency.

IUE, DuMont Labs Sign Pact

A new three-year contract between Allen B. DuMont Labs., Clifton, N. J., and Local No. 420 of International Union of Electrical Radio & Machine Workers (IUE of AFL-CIO) has been announced. The contract covering approximately 1,800 production and maintenance employes provides a pension plan, liberalized vacation benefits, changes in the attendance bonus plan, modifications of other fringe benefits, a 3% general wage increase for the second year and a further 3% rise in the third year.

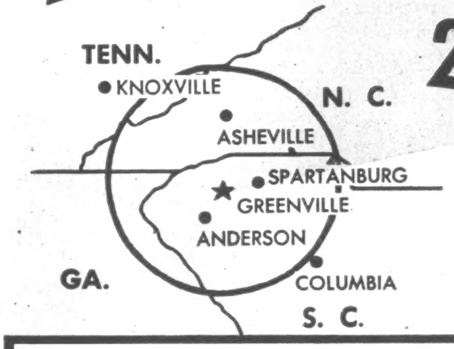
MPTF Fiscal '58 Fees: $4,850,000

The Music Performance Trust Funds of the Recording Industries last week issued its semiannual report which shows that for the fiscal year ending June 30, 1958, total allocations to musicians' locals from the various recording and tv film funds will have reached $4,850,000. MPTF stems from American Federation of Musicians' agreement with industry. The report reveals that allocations from the tv film fund under agreements made before 1954 amount to $250,000 and from the recording fund agreement made in 1948, $750,000. In 1954, MPTF set up a unified fund covering both recording and tv film agreements, and allocations from this fund for the fiscal year will reach $3,850,000. It was pointed out that the $4,850,000 allocated for the present fiscal year compares with $3.9 million for the year ending June 30, 1957, and $2.8 million for fiscal 1956.

PERSONNEL RELATIONS SHORT

Broadcast-Television Recording Engineers Local 45 (Los Angeles) of IBEW has moved to new offices at 5327 Santa Monica Blvd., following fire at its former location.

2-MILLION PEOPLE 2-BILLION INCOME



IN THE WFBC-TV 4-STATE MARKET

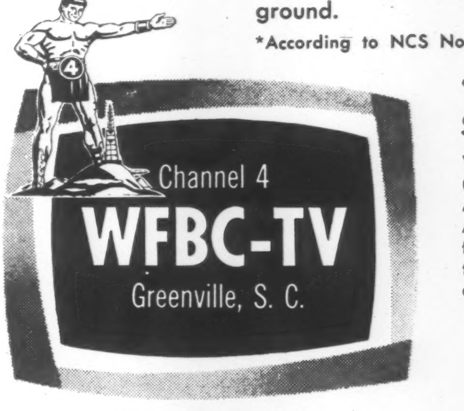
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

NBC NETWORK

WHAT MAKES THE MUSIC GO 'ROUND?

D. j. delegates to pop music convention tell what influences choices

The best seller list of recording hits and the disc jockey's own personal taste are the dominant influences in the selection of d.j. music. That was borne out last week in a special BROADCASTING survey conducted at the first annual Pop Music Disc Jockey Convention in Kansas City.

Asked to specify the two most important factors in picking the platters, 54.7% of the disc jockey delegates said that the top 20, top 30, etc., record listings serve as guideposts. The d.j.'s personal music taste was the criterion listed by 50.5%. Next highest influence was the recording artist's name, according to 34.7% of the poll participants.

Promotional efforts by the record makers evidently have little effect on the disc jockey: only 3.2% said they were swayed by personal calls from representatives of publishers, recording artists, writers, record companies, etc., and just 1.1% paid heed to the promotional literature received through the mail.

Station management directive was listed by 21.1% of the disc jockeys as affecting their music selection. Forecasts of new hits was listed as a prime consideration by 17.9% of the d.j. delegates, and 16.8% said listener requests served as an influence.

Practically all the disc jockeys said it made no difference to them whether the selected music is licensed by ASCAP or BMI. Only 4.5% expressed a preference for ASCAP or BMI music, the other 95.5% claiming impartiality to either of the music licensing organizations.

One disc jockey commented "I don't usually know whose music it is. There's no way to know."

Of the 4.5% minority to whom it did make a difference, 75% expressed a preference for BMI over ASCAP music.

Approximately 1,000 disc jockeys, sizable contingents from the major recording companies, a smaller number of station management executives and representatives from allied groups jammed Kansas City's Muehlebach Hotel March 7-9 for the convention and program seminar.

The final registration of 2,210 far exceeded expectations and prompted an announcement by Todd Storz, president of the Storz Stations, sponsor of the event, that the convention would be an annual function with the 1959 sessions again to be in Kansas City next March 6-8. Former President Harry S. Truman, in a message to the disc jockeys, expressed regrets that last minute business prevented his attendance, but said he could be listed as the first "delegate" to the 1959 convention.

The convention served as convincing proof that the disc jockey of yesterday, regarded as a secondary adjunct to station operation, has emerged as the big business factor in today's new concept of radio. Most of the panels and forums reflected the desire of the disc jockeys for greater programming freedom. The top 40 type of operation and formula radio came under particular attack at several sessions.

While rock and roll was generally defended, Columbia Records' Mitch Miller delivered the most controversial blast when he charged that disc jockeys, station management and media buyers had abdicated their hard-earned gains in radio's resurgence by catering to the tastes of the 8-to-14-year-old set (text, page 94).

In his message to the convention, Mr. Storz traced the evolution of the disc jockey to his present high status as a "professional man" in radio. He said:

"For some time, independents, though more numerous, still did not achieve importance or influence in radio's overall picture. Then came the revolution! Television entered the picture and panicked the network concept. Am stations, as previously conceived and operated, lost ground steadily as tv took over the living room and orthodox network programming.

"Enter here the new era of radio—paced by the heretofore lowly independent stations and their disc jockeys. These stations whose faith in radio's future held firm, provided the American public with entertainment unavailable on tv, popular music, latest news and local service features, both desirable and necessary to the communities served by the stations.

"The first successful years were rewarding for the d.j. in his new-found glory and for the stations, too. But with more importance came more responsibility, greater competition and an increased obligation on the part of disc jockeys to listeners, advertisers and stations."

RADIO'S *bright future is extolled to the Kansas City convention by Gordon McLendon, president of the McLendon Stations. At right is Todd Storz, president of the Storz Stations, which sponsored the three-day session.*

The one factor that sets the disc jockey apart in today's radio is his "professional approach," Mr. Storz said.

Bill Stewart, national program director for the Storz stations and convention coordinator, emphasized that the Kansas City sessions were not an attempt to organize the disc jockeys but rather to formulate ideas concerning the work and the success of disc jockeys, radio stations and the music industry.

"Only by bringing this great array of talent together in a free exchange of ideas and objectives can we grow as an industry," he declared. "The disc jockeys of America will be richer in creative ideas, which is the backbone of radio."

Mr. Stewart served as moderator at all the panels with the exception of those on the morning of the last day when Mr. Storz presided.

SATURDAY BREAKFAST

Martin Block, WABC New York, who pioneered disc jockeying more than 25 years ago, told the Saturday breakfast session that despite his experience, he found the challenges and problems of present day programming more difficult than ever to meet. He said the best way to cater to listeners' music tastes is to first ask the people themselves about likes and dislikes.

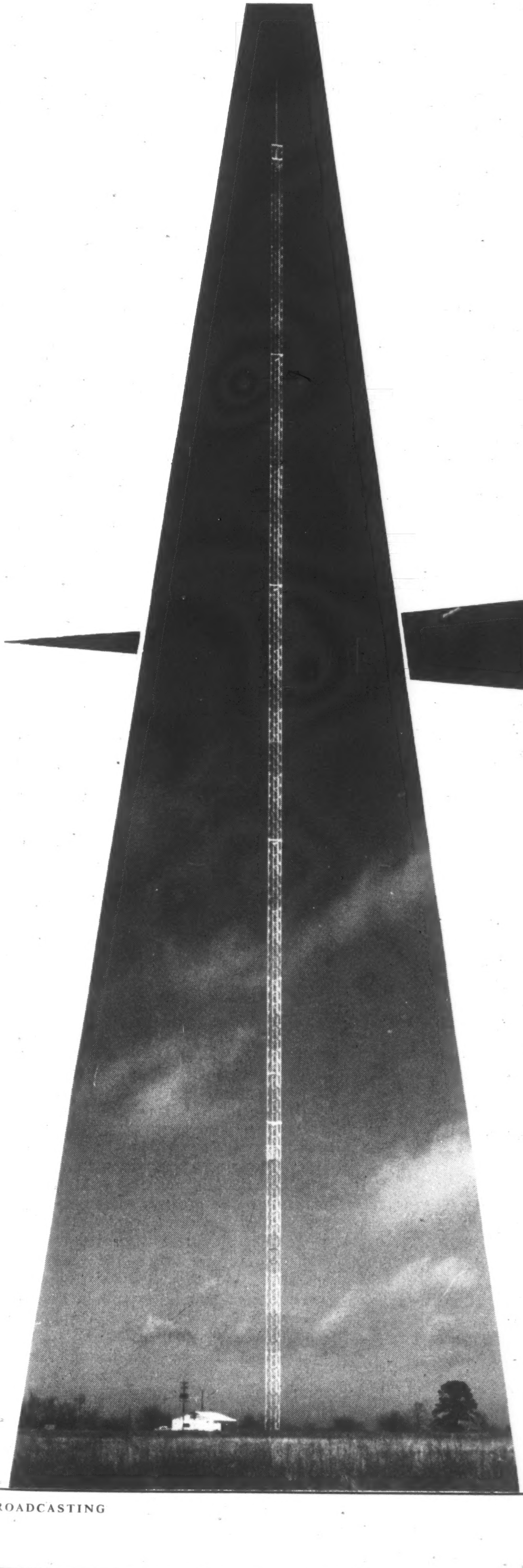
Mr. Block described his own "Operation 60,000," a method of personally sampling a segment of the WABC audience. "If you ever get out and talk to the people, you'll be amazed," he told the disc jockeys, citing the varied music tastes throughout his audience.

SATURDAY MORNING

At the first panel session of the convention, three research executives agreed that today's rating services are not obsolete for radio. Participants were Frank Stisser, president of C. E. Hooper Inc.; Dr. Sydney Roslow, president of Pulse Inc., and Robert B. Rogers, executive vice president of Trendex Inc.

Mr. Stisser, noting the changed complexion of radio today, said that new factors such as the "where" of listening have become important to ratings. He compared rating services in former days, when the four networks' programming dominated and created a "static situation," with the more complex situation today which involves more stations, more sets in and out of the home, and a totally revised concept of programming. He stressed that the Hooper telephone co-incidental method provides "an up-to-date" reflection of today's radio audience.

Dr. Roslow underscored his declaration that ratings continue to serve a vital role



four
out of four

# of the tallest are

KIMCO TOWERS

The TWO TALLEST TOWERS now erected east of the Mississippi were designed, fabricated and erected by Kimco.

Within the past month, two additional towers have been sold . . . when erected they will give Kline the distinction of having designed, fabricated and erected the FOUR TALLEST TOWERS east of the Mississippi.

Kline designs, fabricates and erects your tower to the specifications of RETMA - assuming full responsibility from start to finish. Kline is in a position to supply the complete package —tower, lights, erection— one contract— an excellent product, sound engineering and good service.

Call, write or wire for complete information.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION
RETMA
MEMBER

KLINE IRON & STEEL CO.
KIMCO TOWERS
FOR THE BROADCASTING INDUSTRY

Dept. T. P. O. Box 1013 Phone ALpine 4-0301
Columbia, S. C.

by describing the methodology used by Pulse Inc. as well as the constant revisions that assure an accurate picture of listening habits.

Mr. Rogers pointed to the volume of business conducted by the present rating services and said they would not "long endure were they antiquated, disused or out of date." The Trendex executive charged that confusion "might creep in" in usage—"in what Nestle Advertising Manager Don Cady calls 'decimal point buying and selling.' "

Mr. Rogers deplored "the arbitrary rule-of-thumb where fractions and decimals are the only criteria. With the refinements in methodology and sampling . . . there is no excuse for sticking with a rule-of-thumb which might have been satisfactory in the palmier days of broadcasting."

On a panel dissecting the program director as friend or foe of the disc jockey, Ray Katz, WMGM New York program director, urged the delegates to establish close liaison with programming heads. Program Director Don Keyes of the McLendon Stations said the d.j. should recognize that program directors are usually good disc jockeys themselves.

At the same session, Eddie Clarke, program director of WHB Kansas City, touched on efforts by sales personnel at the station to influence music selection. He said the program director should defend the program commodity and remind the salesman, "Would you undersell your own rate card?"

Three disc jockey-panelists on the question of whether rock and roll is a bad influence on teen-agers unanimously voted "no." Bob Lloyd, WHEC Rochester, N. Y., said those who contend youngsters are bad because the music they hear is bad should ask themselves if "the kids will be good if the music they hear is good?—and, most importantly, good by whose standards?"

Robin Seymour, WKMH Detroit, said rock and roll has been "the secret of our [disc jockeys'] success. Much of it, he admitted, is "just plain low-down junk and has no rhyme or reason or place anywhere but in the ash can. But there will always be enough of these characters around that are so hungry for the quick buck they don't care what monsters they create."

Reed Farrell, KWK St. Louis, however, said radio stations, are overemphasizing rock and roll's importance in programming. "Perhaps the teen-ager can help to hype ratings, but let's not hype ourselves—results from sponsors must have equal importance.

"The Storz, McLendon, Bartell, Plough groups and other smart independents have been successful not only by being influential in record sales to teen-agers, but also by being original and clever in production techniques, news coverage, station sounds and personality development. They went to the markets where there was no rock and roll and without competition captured the teen-age market. Why not now go where there is nothing but teen-age rock and roll programming and offer something different?"

G. W. Armstrong, vice president and general manager of WHB Kansas City, addressed a post-luncheon session on the qualities that management seeks in a prospective disc jockey. He listed the tenets of believability, sincerity, microphone integrity and ability to accept responsibility. He reminded that the d.j. is an "invited guest" in the listener's home and, accordingly, should render the proper respect.

SATURDAY AFTERNOON

Three top station executives on the first panel Saturday afternoon discussed the ingredients in "formula" radio.

Harold Krelstein, president of the Plough Stations, urged disc jockeys to "stand for something in your community, consistently with perserverance and tenacity. Set up a guide to go by and don't try to ad lib a day-by-day policy." Failure to do this, he said, means loss of community identification for the station and the disc jockey himself, "except possibly on a very temporary basis."

Mr. Krelstein cited the need for "ear appeal and urgency" for the station which should program major elements of daily importance to the community. In addition to fulfilling the needs of the community, the station must also program by "objectively studying your competition. . . . It is not so much what you are doing but what your competition is already doing that sets the pattern. For whatever plan you finally crystallize must be adhered to regardless of outside influence and criticism."

John Box, executive vice president of WIL St. Louis, said formula radio has grown big enough to attract public detractors and a constant current of criticism.

"The ingredients of 'formula' radio may remain fairly constant, but it takes a master chef to put them together—to create an appetizing mixture which provides excitement, entertainment, information and real community service day after day," he said, continuing:

"The rock-and-roll operators—the Top Forty imitators—have been lulled into a false sense of security by momentary ratings which are, for the most part, illusory and essentially invalid. . . . These music and news Johnny-come-latelys had best make their fortunes while their imitations will bring the fast buck.

"The balanced approach to formula programming is based upon the modern concept of radio as a personal medium—a constant companion—designed to appeal to the local tastes within our markets. I firmly believe that the disc jockey or personality is an integral part of the 'formula' radio that will survive when the rock-and-roll operators find themselves surrounded by operations that sound exactly as they do.

The third panelist, Jock Fearnhead, executive vice president of WINS New York, emphasized that the ingredients in formula radio must be flexible, according to market, competition and a number of other variables.

Popularity of music based on record sales and juke box favor should be only one criterion in selection of music, he warned.

"If there were only one proper formula.

WOMEN

Amazing discovery for time buyers in important Fresno and San Joaquin Valley market is that the consistent lead TV station (KJEO-TV, Fresno) takes all strain, pain, hurry, worry out of buying yet consistently does job best. Consult with your Branham man for further details. We GUARANTEE you'll save energy . . . get more for your money on KJEO-TV Fresno. ACT TODAY!

THE TRADING STAMP:

It helps curb inflation by holding food prices down

Trading stamps are simply one of many competitive tools. Like anything else which exerts competitive pressure, trading stamps act to hold prices down and thus help curb inflation.

In a study of the effects of trading stamps on food prices in supermarkets conducted by marketing experts of a large state university, they found no evidence that stamp stores as a group charge higher prices than non-stamp stores. On the contrary, they found that stamps work to hold prices down in two ways:

1. Stamps have an active, competitive effect on non-stamp stores. This may result in the non-stamp merchant cutting some prices and offering giveaways or other inducements to gain customers.

2. Stamp stores, on the other hand, must also keep their prices competitive if they are to gain the increased business volume that stamps can provide.

The outcome is that whether a supermarket gives stamps or doesn't give stamps, the stamps help hold prices down in either case. In these inflationary times, our economy needs every competitive tool, like the trading stamp, that it can get, because competition is the greatest single anti-inflationary force at work.

* * *

REFERENCE: "Trading Stamp Practice and Pricing Policy." Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.

This message is one of a series presented for your information by
THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York.
S&H pioneered 61 years ago in the movement to give trading stamps to consumers as a discount for paying cash.
S&H GREEN STAMPS *are currently being saved by millions of consumers.*

it would mean that every station would be doing exactly the same thing," he said. "This would be very harmful to all radio as a whole and would reduce the percentage of tune-in as well as the effectiveness of the advertising messages."

Mr. Fearnhead said that at WINS ratings are but one factor since in a market such as New York "it isn't too important as to whether you are first, second, third or fourth. The very nature of the New York market is such that a great many advertisers in order to use radio effectively will buy three, four, five or six stations. This is true to a degree in any major market, but especially true there."

Tom Edwards, WERE Cleveland; Bill Bennett, WDGY Minneapolis, and Paul Berlin, KNUZ Houston, Tex., comprised the next panel that discussed ways that the disc jockey can augment his income and prestige through related outside activities. Mr. Edwards explained how he augmented entertainment at outside record hops with color slides of record artists. He said that the disc jockey's on-air chores are only part of his job; that it better serves the individual and the station if the personality participates in outside activities.

The topic of interviews on the air was analyzed by Varner Paulsen, program director of WIP Philadelphia; Bob DeBardelaben, program director, WLEE Richmond, and Jack Rowzie, WWDC Washington.

Mr. Paulsen said that in interviewing entertainment stars, the station interviewer should remember that the listeners are not disc jockeys. "They like music but are not interested in countless details of the artist's latest release or personal appearance," he maintained. "Use talent so that it doesn't sound like warmed-over hash."

Mr. DeBardelaben commented that interviews can be "deadly" and cause audience loss. He charged that most people do not interview well, the interviewer often is not well-enough versed on the subject and the audience is easily bothered by too much talk.

Mr. Rowzie said that talent interviews just for the sake of an interview have outgrown their usefulness. He declared that stations are flooded with recording artists circulating around cities, creating a repetitive situation that invites "your audience to push the button on the dial."

Appearing on a panel concerned with programming according to the top 40 list, Jack Lacey, WINS New York, flatly stated that the top 40 list is not the answer to good programming. He was seconded by Stan Dale, WAIT Chicago, who labeled the top 40 song list as a "cancer."

A panel of Norman Wain, WDOK Cleveland; Ira Cook, KMPC Hollywood, and Phil Ladd, CHUM Toronto, agreed that album music is important in building the disc jockey's audience. Mr. Wain pointed out that 66% of the record sales are for LPs and said the commercial broadcaster should have consideration for the "disenfranchised millions" who prefer better pops and classics. Recognition of this has meant more sales and greater audiences for WDOK, he said.

Mr. Cook, who devotes 25% of his daily four-hour show to albums, warned that disc jockeys should be extremely selective in choosing LP fare. Some albums, he said, are "thrown together" with weak selection of songs and arrangement. He conceded that the general quality of albums has improved this year.

SUNDAY BREAKFAST

Speaking at the Sunday morning breakfast meeting, Gordon McLendon, president of the McLendon Stations, stressed the even brighter future for radio. "Radio will slice sharply into budgets now going into newspapers," he stated. Radio's nighttime sets in use and Saturday-Sunday listening are rapidly rising, a harbinger of "a major triumph for radio in the after-dark hours," Mr. McLendon said.

"The timebuyer must take a new look at newspaper circulation," he maintained, saying that KLIF [Dallas] circulation equals the circulation of both local newspapers combined. In addition, Mr. McLendon pointed out, "buyers will find out newspaper circulation does not mean readership."

In its programming, radio should not be reticent in competing editorially with newspapers, Mr. McLendon declared, saying it has been a "shame" that radio in the past hasn't fully lived up to this obligation.

He scored the newspaper "giants" with broadcast properties which have subordinated their radio and "violated the public interest." However, Mr. McLendon said, with radio's emergence to even greater power, it now has become a case of "the tail wagging the dog."

He urged a more active and aggressive role for radio as these new horizons open. "I hate to see radio stagnate in some markets," Mr. McLendon added.

Murray Kaufman, WAAT Newark, N. J., briefly outlined the objectives of the National Council of Disc Jockeys. He advised that the disc jockey not allow himself to become a nonentity in radio.

SUNDAY MORNING

Adam Young, president of Adam Young Inc., and Wells Barnett, station operations manager, John Blair Co., spoke on the first Sunday panel. Mr. Young outlined the objectives of the timebuyer in buying a market. He stressed the importance of keeping the buyer advised as to the specific type of listener to each show, so that product message can be slotted for the proper audience.

Mr. Young reminded that not only do teenagers have some buying power but also that the teenagers are just a step away from the adult buying stage.

Mr. Barnett discussed the role the disc jockey can assume for the national advertiser at the local level. He declared that the d.j. is "the face of radio" and that a successful personality is part of the community. He urged the disc jockey to study the products concerned with the advertisers' commercial so as to render a more effective sales message.

A forum comprising Don Bell, KIOA Des Moines; Gene Plumstead, national program director, Plough Stations, and Chuck Blore, program director, KFWB Hollywood, explored means by which the disc jockey can maintain individuality within the framework of conformity required by management.

Mr. Bell said the disc jockey can exercise taste in selecting music even though he has no control over the supply; he can exercise ingenuity in introducing records; he can select music to cater to particular types of audiences; he can spend more time and thought in cultivating a personal approach to the commercial copy, and he can make an intensive effort to maintain individuality at functions outside the station, such as public service projects.

Mr. Plumstead said that before employment there should be "a mutual understanding between management and the disc jockey. Management must be frank. The disc jockey should know his limitations."

He cited advantages for the disc jockey in formula programming: "No longer is he dependent on writers, gagmen, or his own quickly-exhausted supply of bon mots or clever sayings; no longer will he have to wonder if a gag will be funny or an opinion will blow up in his face."

Mr. Blore assailed restrictions on the disc jockey, saying that at KFWB the lineup of seven d.j.s could "play what they want." He declared, "I don't believe in telling a

TOP MANAGEMENT PANEL *on the role of disc jockeys in programming was composed of (l to r) Harold Krelstein, president, the Plough Stations; Bill Stewart, national program director, Storz Stations, who moderated discussion; John Box, vice president and general manager, WIL St. Louis, and John Fearnhead, executive vice president, WINS New York.*

Portrait of an American who isn't served by Trucks

You don't see anyone on this canvas because actually there isn't anyone in this broad land of ours who *isn't* served by trucks.

Trucks keep the shopping center stocked with merchandise of all kinds . . . take the farmer's livestock, milk and crops to market . . . feed raw materials and parts to the manufacturing plant and move out finished products . . . provide goods and services for everybody's business.

Yes, the housewife, the farmer, the manufacturer, the businessman—YOU—everybody in America needs and benefits from the services of the motor truck.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

high-salaried man what to say. He should know."

SUNDAY AFTERNOON

John F. Meagher, NAB vice president in charge of radio, told the Sunday luncheon session that the 15 million set purchases last year reflect the healthy interest in radio. In addition, he pointed out, national radio advertising has reached an alltime high with even network reversing its downward trend.

Mr. Meagher urged a unified radio effort for a larger share of advertising, instead of "sniping" within the medium. Aim for better programming and more promotion as well as to gain "prestige and stature in the public mind," he advised. Mr. Meagher cited editorializing by radio stations as one means toward this end.

The NAB executive praised those who have "elevated the job of the disc jockey to the status of skilled craftmanship."

New programming ideas were discussed at the concluding session by Barry Kaye, WAMP Pittsburgh and Mr. Block. Mr. Kaye said that a study of the particular market, listeners' wants not being fulfilled by competition and related factors are prerequisites before embarkation on any new idea or revision of an old concept.

He cited the example of the top 40 record format that had been eminently successful but which since has been "copied and recopied by the followers" to a point of less impact.

R. C. Embry, vice president, WITH Baltimore, speaking on broadcasting's future, said radio's revenue would double in the next decade because it is the medium of "greatest penetration." He pointed out that numbers of sets, places of listening, etc., are constantly growing and said that radio is the only medium that can reach people while they were doing other things. For the advertiser, Mr. Embry said, radio is the lowest cost mass medium.

The breakfast session on Saturday was hosted by Atlantic Records and on Sunday morning by Mercury Records. Saturday's luncheon was held by Columbia Records and the Sunday luncheon was under auspices of RCA Victor Records.

Saturday banquet host was Dot Records. The Storz Stations and Roulette Records held cocktail parties Friday and Saturday evenings, respectively.

Following the Saturday banquet, 34 of the nation's top recording artists [STATIONS, March 10] presented a five-hour musical show with Mr. Block as m. c.

Kansas City Mayor H. Roe Bartle participated and presented keys to the city to all the disc jockey delegates. The mayor contributed to the festivity by singing "Omaha, I Love You" in honor of Mr. Storz.

D. j. caters to child mentality—Miller

Mitch Miller minced no words in charging radio is derelict in its programming responsibility by selling out to the musical tastes of the 8-to-14-year-old set. Columbia Records' artists & repertoire man hurled his accusation not only at disc jockeys, but also at station management and media buyers. Partial text of his address to the First Annual Pop Music Disc Jockey Convention:

This close to Independence, Mo., little voices whisper to me everywhere—"Give 'em hell, Mitch." And that's what I intend to do to a lot of you jockeys, and station owners, and the men who buy time on radio.

Gathered under this roof are a great many men of fantastic skill, taste, and imagination. You caused radio to jump out of bed and click its heels a few years back, while the public was dressing for the funeral. You made radio once again a vital force on the American scene, a source of first-rate entertainment, and—best of all—you made it pay.

But what's been happening in the last year or two?

You carefully built yourselves into the monarch of radio and then you went and *abdicated*—abdicated your programming to the corner record shop; to the 8-to-14-year-olds; to the pre-shave crowd that makes up twelve per cent of the country's population and *zero* per cent of its buying power.

I know that most of you agree with me that much of the juvenile stuff pumped over the air waves these days hardly qualifies as music. But your standard answer is—"We're not here to educate. We're here to give them what they want."

What *who* wants?

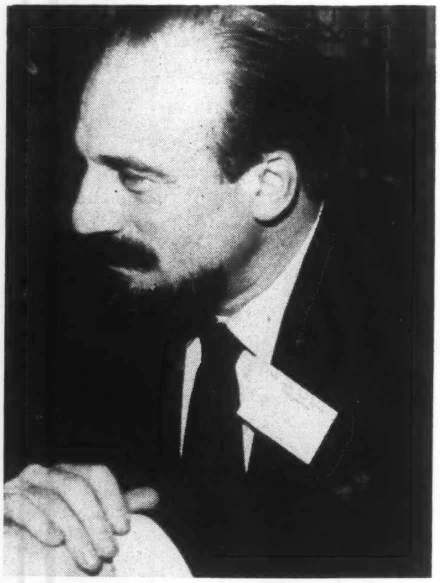
Certainly not the 75% of the nation over 14-years-old! If they did, they wouldn't be buying hi-fi record players in unprecedented numbers, setting them up in the living room, shutting off the radio—and creating their own homemade programming departments!

Certainly not those who want variety, musicianship, a little bit of literacy, and a bit more sophistication in their music. And, gentlemen, that's the majority. . . .

O.K., so who's the "they" in radio's standard defense—"We're here to give them what they want." It is usually the mythical "they" who make up the Top Forty song lists. At its best, the Top Forty presents only a philosophical problem on a par with "Which came first, the chicken or the egg?" Does the demand for a record come because you play it first, or do the kids demand it because they find it in the Top Forty?

If you media buyers think none of this applies to you, you're very much mistaken. It all translates quickly and painfully into advertising dollars and cents.

In printed media, you advertising buyers are careful to surround your products with an aura of dignity that will generate respect for them. You buy the venerable newsmagazines, the long-established women's magazines, the picture magazines only if they're not too cheesecakey. The settings in which the ads appear help paint a picture of your product—sound, reliable, trustworthy. Then, when you turn around and buy a radio spot, you don't care if it comes before a record made by the apprentices during lunch hour in the boiler works.


COLUMBIA RECORDS' MILLER

I can see you station owners objecting, "Why should we change our programming at a time when business is going great?" But just because you're making a profit and this is a seller's market, it doesn't follow that you're making the profit you should. And if the economy slumps further, which stations will best weather the storms ahead? I believe it will be the ones with distinct personalities, the ones that jump out at you as you're twirling the dial because they're not programming with the herd.

You stations aren't thinking clearly into the future when you gear yourself to the 8-to-14-year-old mentality. Every year, a large chunk of the audience, at the top end of your age span, gets over its musical growing pains and gives up the game of rebelling against parents, teachers, and the world at large. The smart station is the one that recognizes that you're a grown-up a lot longer than you're a subteen, and works to build a permanent audience. If I read the signs right, the trend is starting in that direction, and some very important stations are changing their policies towards this goal.

I'm not asking you to snuff out the musical life of these kids or their followers. But I am asking you to put new life in radio; I'm asking you to take radio away from the lists and give it back to all the people; I'm asking you to give up lazy programming—to play music for every age group and every taste. The by-product of such a move will be aesthetic, and you can take pride in the public service. But principally you'll be doing it for your pocketbook by insuring a broader, healthier audience, and guaranteeing advertisers who are seeking that audience a fair shake for their money.

What does the Partnership Power Policy mean?

The Administration's Partnership Power Policy is in action in the Northwest. Its meaning to the U. S. as a whole is well stated in this reprint of a column by Raymond Moley.

Reprinted with permission from Newsweek

THE (power) partnership policy is not new. The entire concept behind the Hoover Dam was that of a partnership between the Federal government, which built and operates the enormous dam, and private and public bodies, which assured sound financing through firm contracts to buy power.

The Eisenhower policy is based upon the simple facts that the Federal government should keep out of competition with private business, and that it cannot justify spending great sums of taxpayers' money when there is a chance to attract private investors' capital to do the job.

This encouragement to private investors has been rewarded by the construction of many private projects throughout the Northwest. There are now under construction or under license thirteen private power projects, four by public-utility districts (PUD), three by the municipalities of Seattle and Tacoma. There are also seven Federal projects under construction.

PRACTICAL RESULT

The estimated production from the private projects will be 1,870,600 kilowatts; from the public-utility districts, 1,900,800; from the Federal dams, 1,869,000; from the municipals, 517,000. The split among the private companies, the public-utility districts, and the Federal government is almost even.

But this is not the whole story. For the production from some of the PUD's has already in considerable part been contracted for by private companies. In fact, the PUD's could hardly get the investment essential to such large projects without these contracts. Incidentally, these PUD's share none of the fanaticism of the Federal power people. As they get into the practical job of production, they develop practical ideas.

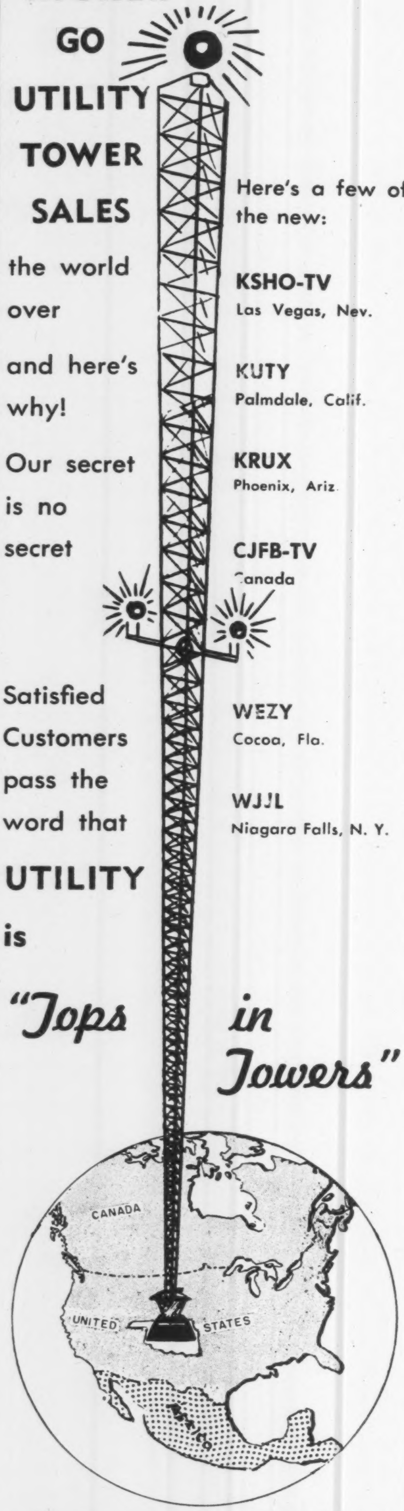
The proof is ample here that if the Federal government will permit it, there are plenty of private and public local agencies able to do the job in all except the very large dams already under way.

But despite this construction, much more power will be needed in the years immediately ahead. One of the projects urgently needed is the John Day Dam on the Columbia River, already authorized by Congress. Two proposals were made for the construction of the power aspects of the project—one by the private companies, another by a PUD. There would have been repayment in power from the dams after completion.

The advocates of public power have consistently blocked this project. Their attitude toward this and other projects is all-Federal-or-nothing. Like the British Socialists, they are for fair shares of scarcity.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine



HIGHER AND HIGHER GO UTILITY TOWER SALES the world over and here's why!

Our secret is no secret

Here's a few of the new:

KSHO-TV
Las Vegas, Nev.

KUTY
Palmdale, Calif.

KRUX
Phoenix, Ariz.

CJFB-TV
Canada

WEZY
Cocoa, Fla.

WJJL
Niagara Falls, N. Y.

Satisfied Customers pass the word that UTILITY is "Tops in Towers"

UTILITY TOWER COMPANY
Box 7022
OKLAHOMA CITY, OKLA.

DATELINES

Newsworthy News Coverage by Radio and Tv

SAN ANTONIO—When Harry Van Slycke, news editor of KITE San Antonio, heard the station's police radio reporting a hold-up that was in progress, he called the finance office where it was happening and interviewed the manager by beeper phone during the robbery. While the manager talked to Mr. Slycke, the bandit held a gun on him. KITE reports that it aired the taped report even before the police arrived at the scene. Later, while one of the secretaries from the station was on her way home from work she witnessed the capture of the fleeing bandia. She gave an eye-witness account to KITE listeners. CBS used KITE's tape on *The World Tonight*, the station said.

BOSTON— WHDH-TV here reports that it scooped other media with film coverage of a triple murder in Hampden, Mass., although photographers were barred from the scene. It was able to shoot films through the windows of the home where the slayings took place. The *Boston Herald-Traveler* used stills from the WHDH-TV footage on its front page the following day.

HARTFORD—A railroad accident in this Connecticut town was recorded by WHCT (TV) there because cameraman Randall Swarthout happened to be on the spot. He had been assigned to cover the arrival of a group of visiting CBS Spot Sales representatives and as he prepared to get a picture of the train roaring into the station, a man turned toward the camera, removed his overcoat and stepped from the platform into path of the train. The films were carried that evening on a WHCT newscast.

FLORENCE—From this South Carolina city near Tuesday's atom bomb accident, WJMX dispatched its mobile unit to the 50-foot bomb crater and started an emergency broadcast schedule that lasted until midnight that day and dominated news in the days to follow. From the scene 4½ miles out of town, where a B-47 bomber let an "unarmed" atom bomb fall, WJMX originated reports describing damage, giving eye-witness accounts and following the search for scattered bomb parts.

WJMX' unit stayed on the scene until the Air Force gave an official account of the non-nuclear TNT explosion. An early WJMX report was carried on the AP wire. Paul Benson, station manager and emergency coordinator, reports, and station personnel worked after sign-off feeding tape reports to 18 stations around the U. S. In the course of the story, WJMX worked with authorities to reassure listeners, broadcasting interviews with the Florence mayor and Maj. Gen. Charles B. Dougher, commander of the 38th Air Div. at Hunter. Air Force Base, Savannah.

Florence's television station, WBTW (TV), feared its promotion slogan, "The Milky Way Market," had become a reality Tuesday, as station cameramen hurried to the crater site. WBTW reporter-photographer teams got several hundred feet of film and interviews with witnesses and officials. The station telecast bulletins and features throughout Tuesday evening, quickly becoming a focal point for coverage of the bomb story. WBTW reports supplying newsfilm to CBS, NBC, INS and Movietone plus feeding a dozen tapes to radio news editors who called from all over the country, also covering for its affiliated stations WBT-WBTV (TV) Charlotte, N. C., until Charlotte newsmen flew to the scene. The North Carolina tv station had film on the air 65 minutes after the WBTV team left Florence.

KCMK (FM) on Air in K. C.

F. M. Broadcasting Inc. put KCMK (FM) Kansas City on the air March 3, broadcasting daily from 8 a.m. to midnight on 93.3 mc with 35 kw, it has announced. KCMK is programming hi-fi music, news and special events, and through a separate division, Accent Music Co., is multiplexing background music, claimed as the first full-time commercial multiplexing by an area fm station.

Officers of F. M. Broadcasting: F. A. Mesch, president; Thomas R. Bengimina, vice president; Tudy Gulotta, secretary-treasurer. John L. Humphreys, formerly of KBKC Mission, Kan., is station manager of KCMK and Leo E. Erb is technical engineer. Manager of Accent Music Co. is Curtis Vaughan.

Chief Pontiac Takes Over KPON

The Chief Pontiac Broadcasting Co. formally assumed control of WPON Pontiac, Mich., yesterday (Sunday) after having been purchased a number of weeks ago from

THE agreement to sell WHK-AM-FM Cleveland to DuMont Broadcasting Corp. for three-quarters of a million dollars [STATIONS, March 3] is signed by Sterling E. Graham, president of the Forest City Publishing Co., witnessed by Richard Carlton Crisler (c), broker, and Bernard Goodwin, president of DuMont. Acquisition of WHK, contingent on FCC approval, will give DuMont two radio and two tv properties (WNEW-WABD [TV] New York and WTTG [TV] Washington).

Gerity Broadcasting Co. for $275,000 [CHANGING HANDS, Feb. 17]. The directors of Chief Pontiac are Edward E. Wilson (president of the firm), John C. Pomeroy and Edwin L. Byrd. William J. Hart has been appointed general manager of the station; he was formerly with KBTM Jonesboro, Ark., and KGHI Little Rock as manager.

Pennsylvania Judge Pulls Rank To Ban KDKA-TV Court Film

KDKA-TV Pittsburgh broke the camera barrier in Allegheny County court last week, for a three-day temporary victory.

The station blazed the way for visual coverage Monday, when its cameramen shot the first pictures through a courtroom window. By Wednesday night it was all over, when the chief justice of the Pennsylvania Supreme Court saw a picture of the Vincent Scatena murder trial in a Philadelphia newspaper.

With a call to William McNaugher, president judge of the Allegheny County Court of Common Pleas, Chief Justice Jones put an end to courtroom picture coverage. Judge McNaugher passed the order on to Judge Samuel A. Weiss, who had allowed the visual coverage. The dictum was issued because picture-taking disrupts court procedures, Chief Justice Jones told a news conference in Philadelphia Thursday.

His order destroyed full-coverage efforts that were based on careful groundwork by KDKA-TV. The station's news director, Bill Burns, had prepared the way by asking the judge to permit similar coverage of a pre-trial hearing. After cameraman Charles Boyle covered the trial last Monday, Judge Weiss and Samuel Strouss, assistant district attorney, said the television coverage had not interfered with court proceedings in any manner and could be continued throughout the trial. Other newsmen were caught unaware last Monday as they waited for the usual shots outside the court.

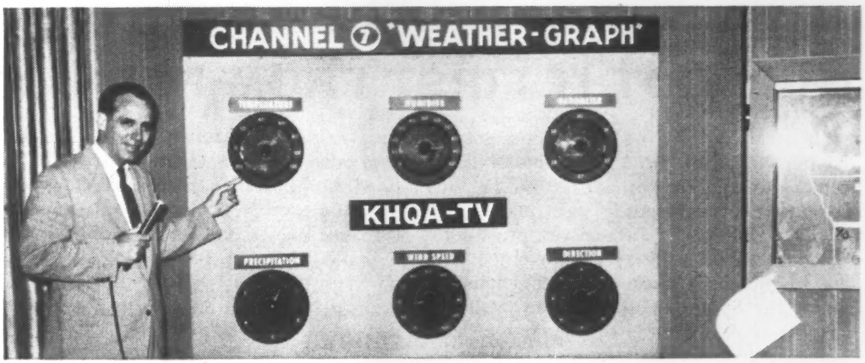
KTLA (TV) Calls Off Precon Plan

Because of letters, petitions and phone calls protesting the proposal of KTLA (TV) Los Angeles to begin experimental broadcasting of messages below the level of conscious reception by the viewer, the station has indefinitely postponed any plans for subliminal communication, Lew Arnold, vice president and general manager, announced. KTLA and Precon Process & Equipment Corp., developer of the system which the station had planned to use [PROGRAM SERVICES, Jan. 20], agreed it would not be feasible to begin subliminal broadcasting until the public has been fully informed about it.

Quinlan Writes Novel On Radio-Tv

Sterling C. (Red) Quinlan, ABC vice president in charge of WBKB (TV) Chicago, completed negotiations last week with Doubleday to publish his novel about the radio-tv industry sometime this fall.

Mr. Quinlan describes the novel as "entertaining but not controversial," an assurance that will be received with open arms by members of a much-maligned advertising fraternity.



KHQA-TV

BENDIX "WEATHERMAN"

lets TV viewers see weather record itself!

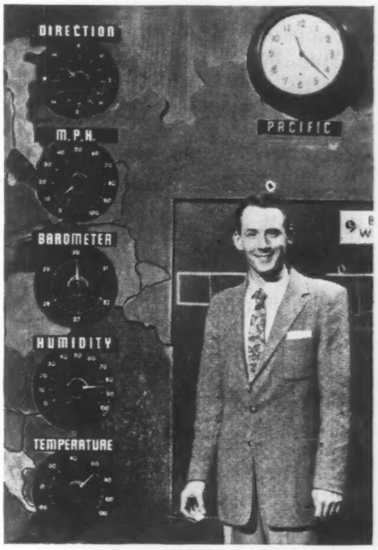
The Bendix "Weatherman*" will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the "Weatherman" is more interesting than relayed information. And with the Bendix "Weatherman" every installation is unique because the dials can be arranged in so many different positions.

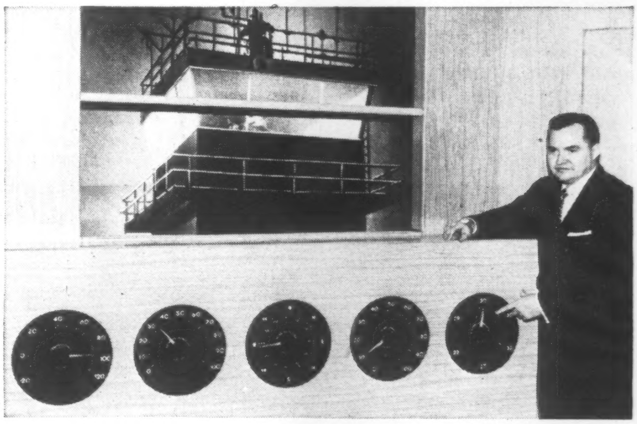
With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. "Weatherman" indicators and transmitters can be obtained as individual units.

The "Weatherman" is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VAlley 3-4040.

*REG. TRADE MARK



KWTV-TV



WFIL-TV

Friez Instrument Division

Bendix
AVIATION CORPORATION

THEY GOT IT FIRST FROM RADIO-TV

Almost two-thirds of the public got its first knowledge of three recent major news events through the broadcast media, according to an area study just released by Michigan State U. The survey was conducted in the Lansing area following President Eisenhower's latest illness and launchings of the Sputnik and Explorer satellites.

Fewer than one-fifth of the people surveyed gained first information on these news happenings through the newspapers, according to MSU's Communications Research Center. The press, however, was credited with being the overwhelming source for additional or supplemental details of these stories.

The remainder of the people, about 17%, initially heard of these news developments by word of mouth.

Noting that tv fared best of all single media, Dr. Paul J. Deutschmann, director of the research center, stated, "Television now appears to be not only an entertainment medium, but an important element in news diffusion."

In addition to the Lansing surveys, Dr. Deutschmann revealed some figures of a Madison, Wis., area study made after the launching of Explorer. Dr. Wayne Danielson, research professor of the School of Journalism at the U. of Wisconsin, compiled the Madison survey. Both Lansing and Madison were in close agreement in their listening habits, the survey showed.

Here's the percentage of people in Lansing who first heard of the three stories on radio or tv: Ike's illness—38% by tv, 32% by radio; launching of Explorer I—33% by tv, 40% by radio; launching of Sputnik I—33% by tv, 30% by radio.

In Madison, 36% of the public first heard of Explorer by television and another 29% learned of the same event through radio.

On the average, newspapers reached about 18% of the people with their first news.

The level of education had little bearing on whether a person received information initially through radio, tv or press, according to Dr. Deutschmann. "However," he added, "education is directly related to the amount of use made of supplemental media after first learning the news."

In some segments of the survey, it was found that a larger percentage were first informed by word of mouth than by newspaper.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. Both are subject to FCC approval.

WGTO HAINES CITY, FLA. • Sold to KSTP Inc. (Stanley Hubbard, associates) by KWK Inc. for $175,000. KSTP Inc. (KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque) already owned 23% of KWK St. Louis. The sale of KWK-TV to CBS has been finalized [AT DEADLINE, March 3]. WGTO operates on 540 kc with 10 kw, day. The sale was handled by Blackburn & Co.

WPFA PENSACOLA, FLA. • Sold to Edwin H. Estes by J. W. O'Connor for $85,000. Mr. Estes also owns and operates WEDR Birmingham, Ala., and WMOZ Mobile, Ala. The sale was handled by Blackburn & Co. WPFA operates on 790 kw with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 111.*

WOSA WAUSAU, WLIN (FM) MERRILL, BOTH WIS. • Sold to Wisconsin Valley Telecasting Corp. by Rep. Alvin E. O'Konski (R-Wis.) for $225,000. The sale is conditional in that Antigo Broadcasting Co., a holder in the assignee, and its officers, directors and stockholders must divest themselves of all interest and association in Wisconsin Valley and the latter must dispose of WSAU Wausau, prior to consummation of the WOSA assignment. Wisconsin Valley also operates ch. 7 WSAU-TV Wausau, and its officials have interests in WFHR-AM-FM Wisconsin Rapids and WATK Antigo, both Wis. WOSA operates of 550 kc with 5 kw, and is affiliated with ABC and MBS. WLIN (FM) operates on 100.7 mc with 9.7 kw.

KRBO LAS VEGAS, NEV. • Sold remaining 80% to 20% owner, president and general manager of the station Joe Julian by Shurley Hirschberg, David Cohen and Harry Brier for $30,000. KRBO operates on 1050 kc with 500 w, day.

KOBY Building New Plant

KOBY San Francisco is building a $100,000 studio-office building which it expects to occupy May 1, it has been announced by David M. Segal, KOBY president. The new plant, being built for the exclusive use of KOBY, will be at 340 Mason St. and will be constructed of San Francisco "graystone." It will house two control rooms, two announcing studios, newsroom, music room and general offices.

REPRESENTATIVES APPOINTMENTS

Triangle Stations, WFBG Altoona-Johnstown, Pa.; WNHC-AM-FM New Haven-Hartford, Conn., and WHGB Harrisburg, Pa., name McGavren-Quinn Co. for national sales.

WVIP Mt. Kisco, N. Y., names Elisabeth Beckjorden. In report published March 10, BROADCASTING inadvertently identified WVIP as Wilkes-Barre, Pa., tv station.

C. ARTHUR WEIS *(c) president of the* St. Louis Globe-Democrat, *puts his signature to the contract whereby his paper buys 25% of ch. 2 KTVI (TV) St. Louis. Harry Tenenbaum (l) president of KTVI licensee Signal Hill Telecasting Corp., and Herman Wilkat, secretary of the paper, witness the signing.*

'Globe-Democrat' Completes 25.2% Purchase of KTVI (TV)

The *St. Louis Globe-Democrat* has consummated its 25.2% purchase of ch. 2 KTVI (TV) St. Louis after FCC approval of the sale of ch. 4 KWK-TV St. Louis to CBS [GOVERNMENT, March 3]; the newspaper had owned 23% of KWK-TV. In its purchase into KTVI, The *Globe-Democrat* has agreed to make a loan to the station licensee and to take over mortgages from stockholders totaling $500,000.

Signal Hill Telecasting Corp. owns and operates KTVI under special temporory authorization from the FCC. The Louisiana Purchase Co., formerly a rival applicant for the ch. 2 permit in St. Louis, has merged with Signal Hill and its stockholders are buying individually a total of about 10% of the Signal Hill stock.

Pabst Announces Appointments For New Oakland-S.F. Station

William D. Pabst, manager of KTVU (TV) Oakland-San Francisco, Calif., which went on the air March 2, has announced these appointments:

Kenneth B. Craig, former director of the ABC-TV western division, program director of KTVU; Gene Mulligan, writer for and producer of *Lone Ranger, Suspense, Masquerade Party* and other shows, producer-director-writer; Walt Harris, former production manager of KOVR (TV) Stockton, Calif., and Stan Lichtenstein, with KRON-TV San Francisco for eight years, film editors. Leslie A. Nichols, former foreign correspondent, is news director of KTVU, presenting a nightly news program. Other KTVU posts were filled earlier [STATIONS, Feb. 17]. A Bay Area salute, featuring community leaders and guest stars, was the ch. 2 outlet's opening show March 2.

WKTS Rebuilding After Fire

WKTS Brooksville, Fla., is rebuilding its studios following a fire which destroyed them March 3. Damage was placed by owner Elmo B. Kitts at $50,000-60,000. The fire apparently started in the WKTS transmitter room, Mr. Kitts said.

Tube Fraud Sentences Passed, RCA Rapped

Major manufacturers of radio and television tubes "knew of an illegal rebranding operation that cost the industry and public about $5 million from 1953 to 1957," Bronx (New York) County Judge Samuel Joseph declared last Tuesday. He particularly criticized RCA for "not taking remedial action when it became aware of the situation in 1953."

Before passing sentence on ten persons and six corporations involved in indictments since an investigation of the practice began in 1956, Judge Joseph urged passage of a law to make it a felony for any manufacturer to knowingly give credit or cash refund for rebranded tubes and suggested that a state agency be created to provide standards and supervision for television dealers and repair men and to impose penalties for violations.

Of the manufacturers, he said: "The court condemns the manufacturing corporations, and particularly RCA, as the court has had more particular knowledge of RCA; they are greatly responsible for what is now before this court and for what has transpired in the industry."

Judge Joseph, however, added that "credit must be given to the General Electric Co. for finally taking measures to detect rebranding and then placing the matter in the hands of the district attorney for full investigation."

The practice hit by the court involves the placing of restamped, useless or near-useless tubes into tv sets instead of good tubes when the tv sets are serviced. Because of the inaccessibility of the components to the set owner, the practice is hard to detect by the consumer.

RCA, in denying the charge, made the following statement: "RCA is pleased that Judge Joseph and the Bronx County grand jury have exposed the nefarious practice of tube counterfeiting and we welcome the steps they have taken to combat it. We also are gratified that in the long and painstaking investigation, no RCA employe has been linked in any way with the counterfeiters.

"RCA was but one of the leading manufacturers victimized by this fraudulent scheme. In addition, its New York distributor, Bruno-New York Inc., was victimized.

"In 1956, immediately upon learning of the scheme uncovered by the grand jury, RCA took measures against counterfeiting in its tubes. We believe that the steps we have already taken have been effective and we shall continue our vigilance.

"Prior to 1956, we had acted in good faith in giving credits to our distributors. They had represented that the tubes returned by them had resulted from adjustments made with their customers in accordance with industry practices. We will not countenance counterfeiting and similar dishonest practices trading on the good name of RCA and we will continue to cooperate with law enforcement agencies in such matters."

One of the ten defendants was Sidney

"1000 ft. above average . . ."

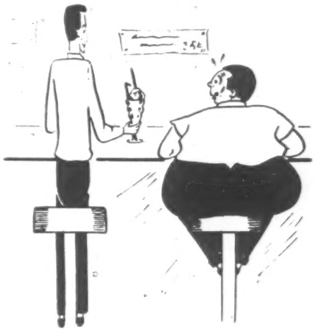
"Tallest tower in the . . ."

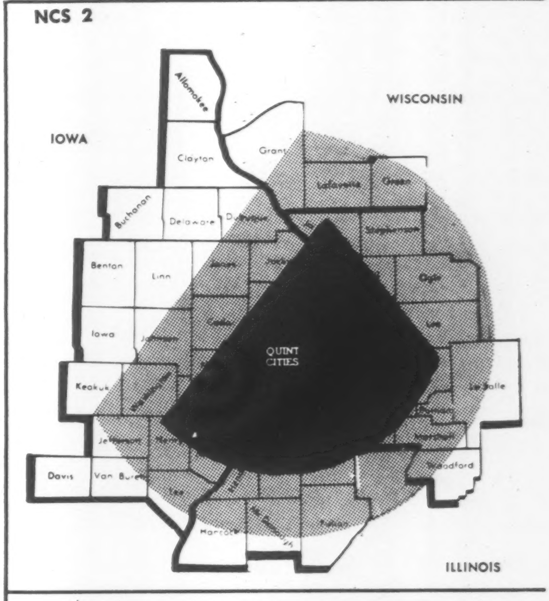
"Our new tower is . . ."

"1400 ft. elevation . . ."

". . . over average terrain"

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!





▨ Unduplicated NBC-TV COVERAGE
● Unduplicated CBS-TV COVERAGE

51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — Population* 1,686,000

Homes*	519,100	TV Farm Homes"	54,912
TV Homes*	422,800	Effective Buying Income*	$2,757,557,000
Farm Homes**	97,101	Retail Sales*	$2,007,749,000

*Sales Management "Survey of Buying Power — 1957"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station — Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer
President
Ernest C. Sanders,
Mark Wodinger,
Res. Mgr.
Res. Sales Mgr.
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

1
United Press news produces!

Pressler, a former employe of Bruno-New York. His sentencing has been delayed until today (Monday).

Irving Sarnoff, executive vice president of Bruno-New York and younger brother of RCA Board Chairman Brig. Gen. David Sarnoff, issued the following statement:

"Sidney Pressler has been out of Bruno-New York Inc., for more than a year, and for several months prior to the termination of his employment, he was under surveillance by the Bronx district attorney's office with our knowledge.

"Bruno-New York was victimized by both theft and counterfeiting of receiving tubes and television kinescopes. The thefts represented some very substantial sums.

"Bruno-New York cooperated wholeheartedly with Bronx District Attorney Sullivan and his staff in this case and we are delighted with the results being obtained. Mr. Sullivan and his assistant, Mr. Blinder, alerted us to Pressler's activities and helped bring our heavy losses to an end.

"Pressler had never been general manager or an officer of Bruno-New York. When his activities were exposed, his job was manager of the tubes and parts department."

Schafer Offers Stations Device For Automatic Radio Programming

An automatic program package that can supply radio stations with unattended programming, for 12 hours, 24 hours, or a full week of seven 24-hour days, has been developed by Schafer Custom Engineering Inc., Burbank, Calif. Last week Schafer technicians were installing equipment for 12-hour programming at KGEE Bakersfield, Calif., which on Saturday was scheduled to put it to work on an all-night show. Before the end of the month Schafer will have a seven-day programming unit in operation at a western mf station.

A typical 12-hour package comprises the electronic "brain" that controls the operation ($3,400), three tape machines ($1,575), two record players ($1,370) and one radio control ($90), priced at $6,435 for the complete package. The tape machines are new Concertone models made by American Electronics, with solonoid controls. The record players are Seeburg machines. Stations can use their own tape and record-playing equipment if they prefer, instead of buying it from Schafer. Presto recording-reproducing equipment is added for the 24-hour unit, priced at $8,695, and special Seeburg LP record players for the seven-day package, listed at $10,155.

The Schafer program package "does its own timing and thinking," Paul Schafer, president, said. A clock mechanism permits the broadcasting of station breaks at any interval desired, with accompanying announcements. A counting circuit inserts commercial spots after every second or third record, or whatever number is called for; the device is set to count up to 10 and can be set for as high as 20. Switching is done by silence and without the use of any control tone; the lack of sound after the conclusion of a record or announcement triggers the "sensing unit" that controls the program changes into operation. Like the counting mechanism, the "sensing unit" can be set for tight or loose programming, shifting in as short a span as 1½ seconds or not until 20 seconds or more of silence have elapsed. Some LP's have up to 15 seconds of silence between selections, Mr. Schafer noted, so with them it is necessary to provide for a longer silence period.

Eight hours of programming can be prepared in about an hour, by prerecording three tapes: one of station breaks and adjoining commercial spots, one of record introductions and one of floating spots. In normal station operation, the tapes would be recorded for each day of the week and then corrected from week to week in the same way station logs are corrected. Commercials would be retained for the balance of the schedule, with new ones added and old ones erased as needed. Only the introductions of the musical numbers would require a complete new tape.

The program package provides for cutting in live local programs, such as newscasts, weather reports and emergency bulletins, as needed, and can also cut in network programs, Mr. Schafer said. Only program, not engineering operations are affected by the automatic program package, he stated, except for an automatic logging device.

January Radio-Tv Output Below Corresponding Month in 1957

Production of radio and tv receivers in January fell slightly below the same 1957 month, according to Electronic Industries Assn. Radio production in January totaled 1,026,527 sets, including 676,848 auto models, compared to 1,085,529 sets, including 570,617 auto models, in January 1957.

Radio sales at retail totaled 534,640 sets in January compared to 563,363 in the same 1957 month. Sales do not include auto models.

Tv production in January totaled 433,983 sets compared to 450,190 in the same 1957 month. Of January's output, 51,115 tv sets had uhf tuners. Tv retail sales totaled 581,486 sets in January compared to 623,359 in the same month of 1957.

Ampex Steps Up Delivery Plans

A new production schedule has cut seven months from the delivery time of some $5 million worth of videotape records recorders, it was announced Thursday by Neal K. McNaughten, manager of the professional products division of Ampex Corp., Redwood City, Calif. Aside from a speed-up in U. S. deliveries, the advanced production schedule will permit earlier entry into foreign markets, he said. Ampex has distributors in 50 countries.

Ampex expects to deliver within two months the five units ordered by BBC and by independent film studios in the United Kingdom. Ampex has contracted with Siemens-Halske, Karlsruhe, Germany, to modify, market and service Ampex videotape recorders operating on European picture standards. Six units have been ordered with delivery starting in May. Another VTR goes to Australia in July while two units go to Oszake Tv Co. in Japan.

PROGRAM SERVICES

N.Y. Toll Tv Firm Charged With Fraud

The New York State attorney general's office last week accused P. G. Gruber & Co., New York stock brokerage firm, of employing "fraudulent methods" in promoting the sale of stock in Selectivision Inc., New York, a subscription television company.

New York State Supreme Court Justice Joseph A. Gavagan signed a temporary restraining order Monday on the sale of Selectivision stock by Gruber and directed P. G. Gruber, president; T. J. Hamilton, president of Selectivision, and Bernard L. Goldenberg, assistant to the president of the toll tv company, to appear for examination in court last Thursday. At that time, Justice Gavagan delayed the examination until April 2 at the request of Selectivision, which said the company is employing new counsel and requires additional time to prepare its testimony. The temporary restraining order against Gruber continues.

State Attorney Louis J. Lefkowitz accused the Gruber company of making "false, misleading and deceptive" statements in some 30,000 pieces of literature sent to prospective investors. He said the Gruber company had claimed that some $4 million had been invested in Selectivision when actually only about $150,000 had been invested. Though Gruber literature stated that more than 15,000 homes in the Forest Hills, Queens, section of New York had been wired for Selectivision, Mr. Lefkowitz said an investigation by his office showed that "only a handful" of homes were wired.

Asked for comment, Mr. Goldenberg said Selectivision shortly will make a full explanation of what it considers to be "a misunderstanding." He stressed that Selectivision itself has not been charged with any wrongdoing by the state, and insisted the company still plans to place its tv system in operation on a paid basis in early April. [PROGRAM SERVICES, Feb. 24].

Selectivision calls its system an "electronic extension of the local theatre," and claims to have more than 200 theatres throughout the country willing to cooperate in its project. Its system provides for the local theatre to serve as a programming center for feature attractions, theatre and sporting events, with Selectivision and the local theatre sharing the revenue on the basis of a formula still undecided.

Subscribers to Selectivision, according to Mr. Goldenberg, must buy a "Selectivator," a decoder, for $10 and pay 150% of the theatre admission price for one toll tv presentation. Subscribers are required to buy admission "tokens" from the local theatre for insertion into the "Selectivator."

ASCAP Claims Victory for System

American Society of Composers, Authors & Publishers has cited as a major royalty system victory the dismissal by New York Supreme Court Judge Mario Pittoni of a two-year-old damage suit brought by members-composers Carmen Lombardo and John J. Loeb which sought retroactive royalty credits involving the Arthur Godfrey theme

"Seems Like Old Times," used a dozen times daily on CBS Radio and CBS-TV. The court upheld the ASCAP rule that a single theme royalty credit daily is reasonable. The pair wanted a full dozen credits daily.

Evans Sets Up New Corporation For Industrial Show Production

Maurice Evans, theatre-television producer, last week announced formation of Maurice Evans Industrials Inc. to stage business presentations live and by closed-circuit tv. He named George Hoffman general manager and Charles Scheuer programming director, stating that both have had wide experience in the industrial presentations field.

Mr. Hoffman and Mr. Scheuer will head a staff of directors, writers, lyricists, composers and technicians, Mr. Evans said. Negotiations currently are underway with the first clients of Maurice Evans Industrials. The firm is located at 1860 Broadway, where the producer also conducts his theatre television and motion picture activities.

Sande, Greene Leave Song Ads

Robert L. Sande, president of Song Ads Inc., who founded the radio-tv commercial production company in 1950, and Larry Greene, vice president, have resigned from Song Ads and formed Sande & Greene Inc., creative consultants. The new firm is located at 8400 Sunset Blvd., Hollywood; telephone: Oldfield 6-0300. Sande & Greene has been retained on a long term exclusive consultant basis to create and produce commercials for Song Ads, Mr. Sande said in announcing the new company.

Capitol to Complete Expansion

A $1.5 million expansion and building program announced by President Glenn E. Wallichs for Capitol Records Distributing Corp. will be finished by May in 16 cities, it is anticipated. The New York branch will occupy the ground floor of the Warner Bros. building at 315 W. 44th St. in May; the Chicago office will relocate in April at 1326 S. Michigan Ave., and the Los Angeles branch will move to 3117 San Fernando Rd. by May 1.

Quarters are being enlarged in Charlotte, Cincinnati, Dallas, Detroit, Hartford, Minneapolis, Kansas City and St. Louis. Other branches which already have expanded to at least double their old size: Boston, Buffalo, Newark, Oklahoma City and Pittsburgh. Addition of a new branch in Baltimore the first of the year brought total Capitol Records Distributing branches to 26.

Rudolph Offers 'Healthcasts'

Dick Rudolph Productions of Baltimore is offering a Healthcasts script service, designed to provide radio material comparable to newscasts and weathercasts.

The weekly syndicated package contains 15 one-minute scripts suggested for use with commercials on an hourly rotating basis, or in five-minute and larger units. Health, diet and medical information is written in brief form for Healthcasts scripts priced at $25 a week in major markets and $15 in secondary markets with market exclusivity.

Initial subscribers are WITH Baltimore; WLEE Richmond; WHG Norfolk; WOL Washington; WCAP Lowell, Mass.; WNCC Barnesboro, Pa., and WAKU Latrobe, Pa.

Mr. Rudolph was sales manager of WITH before opening his production firm.

SRTS Offers 'Musique' Spots

Standard Radio Transcription Services Inc., Chicago, is introducing an instrumental "Musique" Spot Library for stations, recording studios and film firms, it was announced last week by Olga Blohm, SRTS general manager. The library contains more than 1,600 varied musical effects for use with commercials, slides and motion pictures. Included in the package: a complete selection of music for commercial announcements, openers and closers, jingles of various length, contrasts and backgrounds for 20-, 40- and 60-second announcements. Twenty-four clients have been signed so far for the Musique library, Miss Blohm said.

PROGRAM SERVICES SHORTS

Smith, Kline & French Labs, Philadelphia, has reported it has turned over $25,000 color tv projector to National Institutes of Health, Bethesda, Md., for use in research in medical electronics, broadcast applications and other visual experiments. SKF "Medical Color Tv Unit" presents closed-circuit surgical and clinical programs at major medical association meetings throughout U. S.

Stone Assoc., N. Y., originator and packager of *Bingo-at-Home* (now on WARB-TV New York) plans to place show in "live" syndication immediately. Firm reports it has received more than 40 franchise requests from stations all over country since show started Feb. 17. **Stone Assoc.,** also reports it has been appointed exclusive merchandising consultant for **Crusader Rabbit** cartoon film series by Tap Inc., L. A., owner of character and merchandising rights to series. Stone is authorized to license manufacturing of all products, such as toys, books, etc., based on characters in series, as well as creating all premiums and servicing advertisers, in their use.

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PIRACY — PLAGIARISM
INVASION OF PRIVACY
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Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss
at amazingly moderate cost. Write!

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New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

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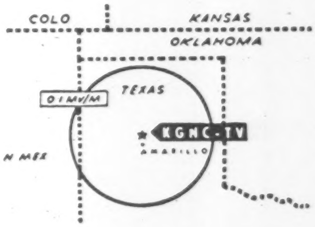
This wise old owl with his horn-rimmed specks probably doesn't give a H-O-O-T about things in general, but smart time buyers are learning that it pays to use Channel 4-Sight on the Great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

ATAS NOMINATES EMMY CANDIDATES

Ed Sullivan, president of the National Academy of Television Arts & Sciences last week announced nominees for the 1957 Emmy awards, to be given April 15 in a special NBC-TV broadcast. The tenth annual awards dinner and telecast (10-11:30 p.m. EST) will originate in New York at the Seventh Regiment Armory on Park Avenue and in Hollywood at the Cocoanut Grove Room of the Hotel Ambassador.

Contenders in the 28 Emmy categories were selected by secret ballot among academy members in New York and Los Angeles with the vote audited by Price Waterhouse Co. Nominees:

SINGLE PROGRAM

"The Comedian," *Playhouse 90; Edsel Show; General Motors 50th Anniversary Show;* "Green Pastures," *Hallmark Hall of Fame;* "Helen Morgan Story," *Playhouse 90.*

DRAMATIC SERIES *Continuing Characters*

Gunsmoke; Lassie; Maverick; Perry Mason; Wagon Train.

DRAMATIC ANTHOLOGY

Alfred Hitchcock Presents; Climax; Hallmark Hall of Fame; Playhouse 90; Studio One.

COMEDY

Bob Cummings Show; Caesar's Hour; Father Knows Best; Jack Benny Show; Phil Silvers Show.

MUSICAL, VARIETY, AUDIENCE PARTICIPATION OR QUIZ

Dinah Shore Chevy Show; Ed Sullivan Show; Perry Como Show; Steve Allen Show; Jack Paar Show.

PUBLIC SERVICE

Bell Telephone Science Series; Ominbus; Person to Person; See It Now; Wide Wide World.

NEW SERIES

Leave It To Beaver; Maverick; Seven Lively Arts; Jack Paar Show; Wagon Train.

ACTOR *Best Single Performance*

Lee J. Cobb. "No Deadly Medicine," *Studio One;* Mickey Rooney, "The Comedian," *Playhouse 90;* Peter Ustinov, "The Life of Samuel Johnson," *Omnibus;* David Wayne, "Heartbeat," *Suspicion;* Ed Wynn, "On Borrowed Time," *Hallmark Hall of Fame.*

ACTRESS *Best Single Performance*

Julie Andrews, *Cinderella;* Polly Bergen, "Helen Morgan Story," *Playhouse 90;* Helen Hayes, "Mrs. Gilling and the Skyscraper," *Alcoa Hour;* Piper Laurie, "The Deaf Heart," *Studio One;* Teresa Wright, "The Miracle Worker," *Playhouse 90.*

ACTOR *Best Continuing Performance by Actor in Leading Role*

James Arness, *Gunsmoke;* Bob Cummings, *Bob Cummings Show;* Phil Silvers, *Phil Silvers Show;* Danny Thomas, *Danny Thomas Show;* Robert Young, *Father Knows Best.*

ACTRESS *Best Continuing Performance by Actress in Leading Role*

Eve Arden, *Eve Arden Show;* Spring Byington, *December Bride;* Jan Clayton, *Lassie;* Ida Lupino, *Mr. Adams and Eve;* Jane Wyatt, *Father Knows Best.*

SUPPORTING ACTOR *Best Continuing Supporting Performance by Actor*

Paul Ford ("Colonel Hall") *Phil Silvers Show;* Bill Frawley ("Fred Mertz"), *I Love Lucy;* Louis Nye, *Steve Allen Show;* Carl Reiner, *Sid Caesar Show;* Dennis Weaver ("Chester"), *Gunsmoke.*

SUPPORTING ACTRESS *Best Continuing Supporting Performance by Actress*

Pat Carroll, *Caesar's Hour;* Ann B. Davis ("Schultzy"), *Bob Cummings Show;* Verna Felton ("Hilda Crocker"), *December Bride;* Marion Lorne ("Mrs. Mabel Banford"), *Sally;* Vivian Vance ("Ethel Mertz"), *I Love Lucy.*

CONTINUING PERFORMANCE (MALE) *Performer Who Plays Himself*

Steve Allen, Jack Benny, Sid Caesar, Perry Como, Jack Paar.

CONTINUING PERFORMANCE (FEMALE) *Performer Who Plays Herself*

Gracie Allen, Lucille Ball, Dody Goodman, Dinah Shore, Loretta Young.

NEWS COMMENTARY

John Daly, ABC; Douglas Edwards, CBS; Chet Huntley and David Brinkley, NBC; Edward R. Murrow, *See It Now,* CBS; Eric Sevareid, *The American Week,* CBS.

MUSICAL CONTRIBUTION

Mitchell Ayres, music direction, *Perry Como Show;* Robert Russell Bennett, arranging and conducting, "The Innocent Years," *Project XX;* Leonard Bernstein, conducting and analyzing J. S. Bach, *Omnibus;* Nelson Riddle, arranging and conducting, *Frank Sinatra Show;* Richard Rodgers, music score, *Cinderella.*

TELEPLAY WRITING *Half-hour or Less*

Joe Connelly and Bob Mosher, "Beaver Gets Spelled," *Leave It To Beaver;* John Meston, "Born to Hang," *Gunsmoke;* Paul Monash, "The Lonely Wizard," *Schlitz Playhouse of Stars;* Roswell Rogers and Paul West, "Margaret Hires a Gardener," *Father Knows Best;* Morton Wishengrad, "A Chassidic Tale," *Frontiers of Faith.*

TELEPLAY WRITING *Hour or More*

Marc Connelly, "Green Pastures," *Hallmark Hall of Fame;* William Gibson, "Miracle Worker," *Playhouse 90;* Arthur Hailey, "No Deadly Medicine," *Studio One;* James Lee, "Life of Samuel Johnson," *Ominbus;* Rod Serling, "The Comedian," *Playhouse 90.*

COMEDY WRITING

Nat Hiken, Billy Friedberg, Phil Sharp, Terry Ryan, Coleman Jacoby and Arnold Rosen, *Phil Silvers Show;* Ernie Kovacs, no-dialogue show, *Ernie Kovacs Show;* Sam Perrin, George Balzer, Al Gordon and Hal Goodman, *Jack Benny Show·* Mel Tolkin, Larry Gelbart, Mel Brooks, Neil Simon, Sheldon Keller, Mike Stewart and Gary Belkin, *Caesar's Hour;* Roswell Rogers, *Father Knows Best.*

DIRECTION *Half-hour or Less*

Bill Hobin, *Hit Parade* (old version); Clark Jones, *Patrice Munsel Show;* Sheldon Leonard, *Danny Thomas Show;* Robert Stevens, "The Glass Eye," *Alfred Hitchcock Presents;* Peter Tewksbury, *Father Knows Best.*

DIRECTION *Hour or More*

Bob Banner, *Dinah Shore Show;* John Frankenheimer, "The Comedian," *Playhouse 90;* George Roy Hill, "Helen Morgan Story," *Playhouse 90;* Arthur Penn, "Miracle Worker," *Playhouse 90;* George Schaefer, "Green Pastures," *Hallmark Hall of Fame.*

UNSCHEDULED NEWS EVENT *1957*

Feb. 3, CBS, Rikers Island, N. Y., plane crash, *World News Roundup;* Sept. 8, ABC, interview of Arkansas Gov. Orval Faubus (his first tv appearance during Little Rock crisis); Sept., NBC, integration story in Little Rock and other Southern cities; Sept. 24, CBS, school riot, presented on *Little Rock 1957;* Oct. 4, NBC, and subsequently, first Russian Sputnik, U.S. satellite-launching efforts and Vanguard failure Dec. 6.

ART DIRECTION

Beulah Frankel, "Don't Ever Come Back," *Climax;* Howard E. Johnson, *Wagon Train;* Robert Kelly, *George Gobel Show;* Don Shirley, *Perry Como Show;* Rouben Ter-Arutunian, "Twelfth Night," *Hallmark Hall of Fame.*

CINEMATOGRAPHY

Norbert Brodine, "Miss Ashley's Demon," *Loretta Young Show;* Robert de Grasse, *Danny Thomas Show;* George E. Diskant, "Voice in the Fog," *Alcoa-Goodyear Hour;* William Margulies, "Outlaw," *Have Gun Will Travel;* Harold E. Wellman, "Hemo the Magnificent," *Bell Telephone Science Series.*

LIVE CAMERA WORK

Annie Get Your Gun, NBC; *Cinderella,* CBS; *General Motors 50th Anniversary Show,* NBC; *Playhouse 90,* CBS; *Wide Wide World,* NBC.

ENGINEERING, TECHNICAL ACHIEVEMENT

Chroma Key System developed by Frank Gaskins and associates at NBC and used for color inserts on Dinah Shore and George Gobel shows from California; color matting amplifier, CBS; Dage Vidicon camera adapted as a portable tv camera; live pick-up from Havana over-the-horizon, NBC; engineering and camera techniques on *Wide Wide World* used in the mountains, in the air and in and on the sea, NBC.

FILM EDITING

Samuel E. Beetley, "The Tinhorn," *Alcoa-Goodyear Hour;* Danny Landres, "Lonely Wizard." *Schlitz Playhouse of Stars;* Michael R. McAdam, "Trail to Christmas," *GE Theatre;* Mike Pozen, "How to Kill a Woman," *Gunsmoke;* Robert Sparr, "The Quick and the Dead," *Maverick.*

WOR-TV Plans Switch To Daytime Education

Tentative agreement was reached last week between RKO Teleradio Pictures Inc. and the New York Board of Regents to utilize WOR-TV New York (ch. 9) as an educational tv station during the daytime, starting September 1. The agreement is contingent upon approval of the state legislature, which must appropriate funds for the project.

A joint announcement by Thomas F. O'Neil, president of RKO Teleradio, which owns the station, and Jacob L. Holtzman, chairman of a special New York State Regents committee on television, stated that under the proposal, the station would operate as an educational tv station from 9 a.m. until 5 p.m. on weekdays and from 9 a.m. to noon on Saturday. At other times the station would continue to operate as a commercial outlet and probably would extend its sign-off time to fulfill program commitments.

A spokesman for the station said there would be no conflict between the proposal and the station's plan to telecast 78 baseball games of the Philadelphia Phillies this season. He pointed out that the educational tv project would not begin until Sept. 1 and no day games are set to be telecast during that month. Although a retrenchment program is expected to be put into effect at RKO Teleradio Pictures Inc. [CLOSED CIRCUIT, March 10] a WOR-TV spokesman said the educational tv proposal is not regarded as part of any cutback. He said the station does not go on the air now until 1:30 p.m. and plans are afoot to extend sign-off time beyond the present 12:30 a.m.

Mr. Holtzman estimated that $545,000 would be required for the total cost of the educational tv project for one year. He said an initial request to the legislature for $212,912 already has been made.

The State Education Dept., would direct the educational tv program, according to Mr. Holtzman. The telecasts, directed both to classrooms and the general public, would consist of half-hour programs dealing with mathematics, physics, languages, chemistry and literature. If the legislature votes funds for the project, the regents will petition the FCC to use the call letters WRED (TV) during the time the educational programs are one the air.

The Board of Regents earlier had asked the Commission to declare WATV (TV) Newark a non-commercial station and permit the regents to purchase it. Two weeks ago the regents withdrew their petition. WATV has been sold to National Telefilm Assoc., pending FCC approval.

Fund Formed for Ad Education

Formation of the Advertising Educational Foundation, a non-profit corporation to be financed by contributions from firms and individuals in the advertising industry, was announced last week by Robert M. Feemster, board chairman of Advertising Federation of America. Incorporation papers are to be filed in Albany, N. Y., this month, Mr. Feemster said.

The foundation plans to conduct research into advertising and marketing curricula at high school, college, post-graduate and professional levels; to give aid and cooperation in the organization and carrying out of other marketing and advertising programs with the help of educational and professional institutions; to make grants to establish student aid funds and make direct grants or loans to advertising students; and to publish and distribute books and pamphlets to further advertising education and provide guidance for high school and college graduates.

N. Y. State Educators Drop Request for WATV (TV) Ch. 13

The threat from educational forces in New York to New Jersey's only operating tv station was ended when the FCC granted a request by the Board of Regents of the U. of the State of New York for withdrawal of its petition asking allocation of New Jersey's commercial ch. 13 to New York City for non-commercial use.

Last month [GOVERNMENT, March 3] the New Jersey legislature adopted a resolution urging the FCC to retain ch. 13, licensed to WATV (TV) Newark. WATV (TV) was sold along with WAAT-AM-FM Newark late last year for $3.5 million to National Telefilm Assoc. and the sale is awaiting FCC approval [GOVERNMENT, Nov. 4, 1957].

Jacob L. Holtzmann, chairman of the Board of Regents' Special Committee on Television for Education, said an announcement would be made shortly that would include "new plans" for an educational tv station in the New York metropolitan area. The board is the licensee of educational WREG (TV) (ch. 25) New York, which has not yet started operation.

Fine Arts Quartet in ETV Series

Beethoven quartets will be "taken apart in discussion . . . and put back together" in a series originating at WTTW (TV) Chicago. Produced by the Educational Tv & Radio Center, Ann Arbor, Mich., the six concert-discussions will be distributed to the nation's 29 etv stations later this year. The Fine Arts Quartet is featured explaining the "temper and construction" of the music with musical illustrations.

EDUCATION SHORTS

Jefferson Standard Broadcasting Co. is offering three music scholarships to Transylvania Music Camp at Brevard, N. C., June 19-August 3. Entries must be postmarked no later than March 26 to be eligible for scholarships.

CREI Atomics Inc., newly-formed subsidiary of Capitol Radio Engineering Institute, Washington, plans to offer advanced home-study course in nuclear engineering technology.

Ithaca College, Ithaca, N.Y., has put educational television station on air utilizing local coaxial cable system. Call letters are WICB-TV.

CBC Asked for 5 Ams, One Tv, Power Boosts

Five new radio broadcasting station applications, one new television station application, a number of power increases and a large number of applications to permit share transfers will be heard before the 110th meeting of the board of governors of CBC at Ottawa on March 25.

CJDC Dawson Creek, B. C., again has applied for a tv station at Dawson Creek, which is at the southern end of the Alaska Highway. The application was heard some months ago by the CBC board but was deferred pending a study of the cost to CBC of supplying national tv programs to a low-power tv station at such a remote point. CJDC has applied for a ch. 5 station of 173.5 w video power and 86.75 w audio power with antenna 60 feet above average terrain.

Les Enterprises Sillery Quebec Inc. has applied for a radio station at Quebec City on 1060 kc with 5 kw.

CKGN-TV North Bay, Ont., is applying for a 1-kw daytime radio station on 930 kc, at North Bay.

William Harry Zakus is applying for a 1-kw day and 500-w nighttime station on 1050 kc at Transcona, Man.

Burnaby Broadcasting Co. Ltd. has applied for a 5-kw station on 980 kc at Burnaby, B. C.

Dinosaur Broadcasting (1957) Ltd. is requesting license for 1 kw on 910 kc at Drumheller, Alta.

Power increase and change of frequency are being asked by CHWK Chilliwack, B. C., from 1 kw on 1270 kc to 5 kw on 980 kc and change of transmitter site; CKSB St. Boniface, Man., from 1 kw on 1250 kc to 10 kw on 1050 kc and change of transmitter site; CJRH Richmond Hill, Ont., from daytime station with 500 w on 1300 kc to full-time station with 1 kw day and 250 w night on 1310 kc.

CKNW New Westminster, B. C. (Vancouver suburb), is asking for a change of its 5-kw transmitter from 1320 kc to 980 kc with a change in transmitter site.

CHUB Nanaimo, B. C., has applied for a power increase from 1 kw to 10 kw on 1570 kc and change of transmitter site.

CJAV Port Alberni, B. C., wants permission to change control of its licensee company from CJAV Limited to Kenneth Henry Russell Hutcheson.

CKLB-AM-FM Oshawa, Ont., wants change of ownership from Lakeland Broadcasting Co. Ltd. to Charles J. Henry on behalf of a new company to be incorporated.

Applying for permission to make some share transfers were 26 radio and 6 tv stations.

CARTB Appeals New Fees Ruling

The Canadian Assn. of Radio & Television Broadcasters has appealed the ruling of the Canadian Copyright Appeal Board that copyright fees paid by radio broadcast sttaions to the Composers, Authors & Publishers Assn. of Canada (CAPAC) be increased from 1¾% of gross revenue to

SAN DIEGO'S
1ST MUSIC STATION
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1ST in PROGRAMMING
1ST in NEWS
1ST in COMMERCIAL STANDARDS
1ST in RESULTS
at the lowest cost
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RADIO
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Rates are still LOW Call FORJOE!

ONE OF THE
FIRST 100 MARKETS

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station of marketing success in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

2% of gross revenue for 1958. CAPAC had asked for this increase and for disallowance of live talent and free-time deductions in calculating the gross revenue. The Copyright Appeal Board has ruled for the increase but with same deductions as last year. Because of the federal Canadian election March 31, it will be some time before the CARTB appeal will be heard by the secretary of state and the cabinet to be appointed after the elections.

Sleet, Ice Storm Wreaks Havoc Among Newfoundland Stations

A sleet and ice storm in eastern Newfoundland on March 1 caused major power breaks in the capital city of St. John's that weekend and hit all St. John's broadcasting stations severely. The towers of CBN and VOCM at St. John's collapsed because of heavy accumulations of ice. CJON-AM-TV St. John's and CJOX-TV Argentia remained on the air, the stations' engineers using rifle shots to keep ice from forming on the guy wires and tower structures.

VOCM was off the air only two hours after its 350-foot tower collapsed from the weight of accumulated ice. Power already had been cut in the area when VOCM went on the air March 1 at 6:30 a.m. Emergency power installations kept the station on the air all day till its tower collapsed about 4 p.m. Within two hours engineers had rigged up a temporary antenna and continued to broadcast at half power until sign-off at 11 p.m. By next morning a new temporary antenna had been erected and the station began broadcasting Sunday morning, March 2, with full 1 kw power. VOCM engineers took time out to save the tower of noncommercial VOWR St. John's from collapsing on March 1.

CJON used mimeographed one-page news bulletins and a loudspeaker system to keep citizens informed of latest news and weather conditions, since many people could not use their radio and tv sets because of lack of power in the city. CBN was offered free time on other stations for its national news bulletin and other programs. When telephone lines between CJON's studios and transmitter were finally brought down by ice, operations continued direct from the transmitter building.

INTERNATIONAL SHORTS

CKVR-TV Barrie, Ont., on March 14 started all-night telecasting of films, news and weather reports on Friday nights. Station will be on air from early Friday afternoon till Saturday morning 9 o'clock, then resume again Saturday afternoon.

CKPC Brantford, Ont., has won first Ontario Teachers' Federation Broadcasting Award for "outstanding service in field of educational broadcasting." CKPC has weekly 55 minute live program covering every phase of local education from pre-school age to university entrance.

Canada Packers Ltd., Toronto (food products) has started alternate weekly sponsorship of *I Love Lucy* film program on CBC tv network. Agency is Cockfield Brown & Co. Ltd., Toronto.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Howard W. Calkins, board chairman of Albert Frank-Guenther Law, N. Y., elected president as well as his present post, succeeding late **Frank J. Reynolds.**

John D. Hayes, manager, international department, Erwin Wasey, Ruthrauff & Ryan, N. Y., promoted to vice president, and **Frank Walsh,** associate director of research, McCann-Erickson, joins EWRR as director of research. Changes in agency's Los Angeles office include **Dorothy H. Kane,** formerly with Foote, Cone & Belding, and **Peter G. D. Oldham,** Fuller, Smith & Ross, to copywriters; **Frank R. Stong,** previously with Studio Artists Corp., and **Marvin Wartnik,** N. W. Ayer & Son, to art director and assistant art director, respectively.

"Bib" Brownold, vice ► president and director of Grey Adv., has announced his plans to retire June 1 and becomes first man to retire under Grey's stock participation and pension-retirement plans. Mr. Brownold, age 55, is taking advantage of fact that anyone can retire from Grey at that age with management approval. He will continue as director of Grey until Dec. 31, when his term expires.

Walter C. Raithel Jr., account supervisor, BBDO, Chicago, has been elected vice president of agency.

John W. Esau, radio-tv copy chief for N. W. Ayer & Son, N. Y., elected vice president and associate managing director of agency headquartering in Philadelphia.

Leslie Silvas, Calkins & Holden Inc., N. Y., to Warwick & Legler, that city, as vice president in "general executive capacity."

William E. Duryea, executive vice president, William Douglas McAdams Inc., medical agency, appointed vice president in charge of professional division, Doherty, Clifford, Steers & Shenfield, N. Y.

◄ **Watts Wacker,** director of media, D. P. Brother & Co., Detroit, named vice president. Mr. Wacker has been with agency since 1953.

Joseph T. Sloane, vice president, Gotham Adv., to Reuter & Bragdon Inc., Pittsburgh, as vice president in charge of New York operation.

George T. Carroll named vice president for marketing and sales development at Cole, Fischer, Rogow, N. Y.

Harold P. Bull, vice president-distribution at Norge Home Appliance Div., Borg-Warner Corp., appointed vice president for sales.

Alfred F. Calabro, manager, New York branch, Wilson, Haight, Welch & Grover, Hartford, Conn., to Product Services Inc., N. Y., as general manager. **Mort Reiner,** timebuyer, promoted to media supervisor.

George E. Yonan, formerly timebuyer at Edward H. Weiss & Co., Chicago, to American Aviation Publications as regional advertising manager.

Austin B. Chaney Jr., account executive on Chevrolet account at Campbell-Ewald Co., Detroit, transferred to agency's Chicago office as supervisor on Hertz Corp. account.

John L. Baldwin, previously account executive at Needham, Louis & Brorby Inc., Chicago, to Kenyon & Eckhardt Inc., that city, as account supervisor on Wilson & Co. account.

T. C. Gleysteen, Young & Rubicam, N.Y., to Compton Adv., that city, as account supervisor.

Mary Agnes Schroeder, formerly group creative director at North Adv. Inc. and Weiss & Geller (Edward H. Weiss & Co.), appointed group copy supervisor on Toni Co. account at Tatham-Laird Inc., Chicago.

Robert Bassindale promoted from commercial writer-producer to commercial supervisor at Tatham-Laird Inc. on Ovaltine, General Mills' Trix, Parker Pen Co. and Abbott Labs' Sucaryl accounts. **Don Wallace,** formerly radio-tv director at Wesley Day & Co., Des Moines, Iowa, **Bob Huntley,** copy-writer at Montgomery Ward, to T-L commercial department writing staff.

Thomas Bohan, Compton Adv., N. Y., promoted from premium buyer to assistant account executive on Gleem account.

Arnold Ver Lee promoted from national dryer manager to advertising director of Easy Laundry Appliances Div., Murray Corp. of America. He succeeds **Richard E. Weiss,** resigned.

John H. Eckstein, formerly director of advertising and promotion for ABC, has been appointed director of broadcast accounts for Wexton Co., N. Y. Mr. Eckstein will assume administrative and creative responsibility for all Wexton broadcast accounts.

L. R. (Dick) Sullivan, creative director, W. D. Lyon Co., Cedar Rapids, Iowa, to Allen & Reynolds, Omaha, Neb., in similar capacity.

Clinton R. Clark, associate media director on Ford Motor Co. account at J. Walter Thompson Co., Detroit, has resigned. He has not announced future plans.

FILM

Howard B. Anderson promoted to newly-created post of manager of central sales division of ABC Film Syndication, effective April 1. Mr. Anderson, who joined ABC Film in 1954 as manager of Dallas office and was promoted to midwest manager in 1956, will be responsible for sales direction in 20 midwestern states. Central division has moved to new offices in Lincoln Guarantee Bldg., 360 N. Michigan Ave., Chicago.

◄ **Arthur Plaut,** assistant to president, Gordon Broadcasting Co., to Ziv Television Programs as head of newly-created special projects department.

J. William Mason and **Prem M. Kapur** appointed sales representatives for NBC Television Films division of NBC's subsidiary California National Productions. Mr. Mason, formerly with WBAL-TV Baltimore sales, to cover Georgia and Florida; Mr. Kapur, formerly Ford Motor Co. salesman and one time in diplomatic service of India, to cover Illinois, Nebraska and Iowa.

NETWORKS

Gordon Mason, account executive, KNX-CBS Radio Pacific Network sales department, named director of sales development.

Gene Gordon, assistant ABC-Disney coordinator, Walt Disney Productions, to ABC-TV Western Div. as assistant program service manager, films.

Bill Costello, former member of CBS news staff, has been appointed to newly-established position of chief diplomatic correspondent in Washington news office of Mutual. Mr. Costello will broadcast over network daily at 11 a.m. and present additional special features in near future.

John Finley, formerly CBS account executive, to Mutual midwest division headquarters, Chicago, in similar capacity.

STATIONS

◄ **J. Robert Covington,** vice president and managing director of WBT Charlotte, N. C., promoted to vice president in charge of promotion and public relations for Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte and WBTW [TV] Florence, S. C.).

Jimmie Isaacs named vice president and director of network operations for Texas Telecasting Inc. (KDUB-AM-TV Lubbock, KPAR-TV Abilene-Sweetwater and KEDY-TV Big Spring). **E. A. (Buzz) Hassett** named general sales manager and **John Kreiger,** director of operations in addition to his duties as manager of KDUB.

Eugene B. Dodson, vice president and station manager of WSFA-TV Montgomery, Ala., named manager of WTVT (TV) Tampa, Fla., and **Carter Hardwick Jr.,** commercial manager of WSFA-TV, named manager of that station. Both stations are owned by WKY Television System Inc.

Benjamin E. Shore, manager, WCNT Centralia, Ill., resigns to take position with Chamber of Commerce in Clarinda, Iowa. He is succeeded by **Richard Bieser,** assistant manager and news director.

Warren L. Braun, formerly chief engineer and technical advisor for WSVA Harrisonburg, Va., rejoins station as assistant general manager of WSVA-AM-FM-TV. **James McNeil** named program director of WSVA and **Andy McCaskey,** radio program director, appointed manager of promotion and advertising for WSVA-AM-FM-TV. **N. L. Royster,** sales, named to head merchandising and public relations. **Charles Simpson,** formerly with WSBA York, Pa., joins WSVA-TV engineering staff.

Lloyd E. Cooney, account executive, KSL-TV Salt Lake City, named assistant sales manager and manager of local sales.

William H. Schuyler, salesman at KHJ-TV Los Angeles, promoted to newly-created post of assistant sales manager.

Matthew Bracic, formerly engineer, NBC, to WAMP-AM-FM Pittsburgh, network owned stations, as manager of technical operations. **Beckley Smith,** freelance newscaster, named supervisor of news and special events for WAMP.

Jack Wartlieb, assistant production manager, WBBM-TV Chicago, named production manager.

J. Nelson Benton, news manager, WBTV (TV) Charlotte, N. C., promoted to news manager for WBT and WBTV.

Beull Dalton, engineering supervisor, KBIG Catalina, Calif., named chief engineer. **Malcolm Morrett,** KBIG studio engineer, named chief engineer of KPLA-FM Hollywood. Both are John Poole stations.

Bill Burgess, assistant chief engineer, KPIX-TV San Francisco, resigns to join Lockheed Missiles Div. in Sunnyvale, Calif. **Al Kees,** studio supervisor for KPIX-TV, succeeds Mr. Burgess and **Glen Luther,** studio supervisor for KDKA-TV Pittsburgh, becomes KPIX-TV studio supervisor.

E. B. (Ward) Landon, engineering crew chief, KDKA Pittsburgh, promoted to studio engineering supervisor. **Roy H. Philson,** sales department, KQV Pittsburgh, joins KDKA as account executive.

Dan Allan, WMIN Minneapolis-St. Paul personality, promoted to program supervisor for all Johns stations. **Mike Dix** joins WMIN as morning music man, and **Bob Jones,** KFAB Omaha, to WMIN as afternoon personality and promotion-public relations.

Peter McGovern, sales manager of WCOP Boston, to WMEX that city as managing director.

Alfred H. Boyd, sales service manager at

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

UP AGAIN!
the coverage you get with
WHTN-TV
the SELLibrated station of the
GOLDEN VALLEY...
(Central Ohio)

UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!

UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Charleston!

UP 32.4%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!

With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to

WHTN-TV
CHANNEL 13
A COWLES STATION · ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

ANOTHER 1st
*Here's Proof of Continuing LEADERSHIP*of Channel 13*
in WREX-TV land!

ALL 15 of TOP 15 Shows
23 of TOP 25 Shows
32 of TOP 40 Shows
48 of TOP 62 Shows
77% of TOP 62 Shows
ON WREX-TV

*Based on Amer. Research Bureau Survey conducted Dec. 1 thru Dec. 7, 1957

CBS-ABC NETWORK AFFILIATION
represented by H-R TELEVISION, INC.
J. M. BAISCH, GEN. MGR.

WREX-TV
CHANNEL 13 ROCKFORD

MR. CAMPBELL MR. BAILEY MR. CARTER

ROY CAMPBELL, executive vice president of Foote, Cone & Belding, Los Angeles, has announced his plans to retire as an active employe of the agency. He will continue to serve FC&B as a consultant. Arthur A. Bailey, director of account management, has been named vice president in charge of the Los Angeles office, and Nelson Carter, chairman of the plans board, appointed vice president and general manager.

WLS Chicago, appointed program director.

Ted Knightlinger, account executive, Howard Smith Adv., Tacoma, Wash., to KMO that city as program director.

Ben B. Baylor Jr., station manager, WNHC-AM-FM-TV Hartford-New Haven, Conn., named director of sales projects for Triangle stations.

Charlie Newcomb named program director of WSPA Spartanburg, S. C., succeeding **Henry Bussey,** resigned. **Robert Vaughn,** WSPA news-announcing staff, named to head newly-created radio production department.

Vic Hirsh, assistant director, WTOP-TV Washington, and **Stuart Cameron,** floor director, named program director and assistant director, respectively.

John Jarstad, sports and special events director, KTVW (TV) Seattle-Tacoma, promoted to program director.

David E. Lyman, director of continuity, WLEE Richmond, Va., promoted to assistant program director.

Joe Costantino, production manager, KEYT (TV) Santa Barbara, Calif., and **William F. Mitchell,** copy chief, promoted to public relations director and production manager, respectively.

Jack Reardon, formerly with WOPA Oak Park, Ill., apopinted associate director on production staff of WMAQ Chicago.

Eugene (Red) Mitchell, merchandising director, WEEI Boston, takes on additional duties as national spot sales service director.

Arthur V. Abell, branch manager and field representative, Best Foods Inc., S. F., to KGO San Francisco as merchandising director.

John Wilson, one of original staff members of KIXL-AM-FM Dallas when it went on-air 11 years ago, returns to stations as director of promotion and ideas.

Clarence S. Mugge, advertising executive, *Peoria* (Ill.) *Journal Star,* to WMBD-AM-TV that city as director of promotion and business development.

Bob Beutel, WINZ Miami, named news director.

Tom Frawley, WHIO-TV Dayton, Ohio, named director of news for WHIO-AM-TV.

Norman Geron, WGL Fort Wayne, Ind., named news director.

Dick Kidney, formerly newsman and program-public service director, WVEC-TV Hampton, Va., joins WGH Norfolk-Newport News, Va., as news director.

Art Gleeson, sports director, Mutual, to KOOL Phoenix in similar capacity.

Hal Hamrick named sports director of WCYB-TV Bristol, Va.

Lloyd Peitzman, now attending Macalester College, St. Paul, and will graduate in June, joins KSTP-TV Minneapolis-St. Paul as assistant to sports director.

Betty Ryan, former associate director for midwest office of CARE, to WTTW (TV) Chicago as assistant to public relations director.

Lawrence J. Pollock, formerly director of research, American Broadcasting Network, to director of research and sales development, WABC-TV New York.

David G. Lee, director of advertising and promotion, WTCN-AM-TV Minneapolis-St. Paul, to KMGM-TV there as public relations director and m.c. of children's show.

Bert E. Carman, sales manager, Academy Radio-Tv Productions, Syracuse, N. Y., to WBZ-WBZA Boston-Springfield as account executive, succeeding **Charles A. Butts Jr.,** named supervisor of fm sales.

Steve Feldman, formerly production assistant with *Ted Mack Amateur Hour,* to WHLI Hempstead, N. Y., as account executive.

Ralph Davison, account executive, KIMN Denver, to KBTV (TV) that city in similar capacity. **Ken W. Barnhart,** public relations director for state of Arizona, joins KBTV as salesman.

Harry Haslett, sales manager, Kemp Boone importing firm, to WBAL Baltimore as account executive.

Betty Stone, formerly public relations assistant at Johns Hopkins Hospital, joins WFBR Baltimore as account executive.

Frank Hart, formerly with WLW and WLWT (TV) Cincinnati, Ohio, to WGN-AM-TV Chicago as creative writer on special broadcast services and radio-tv programming.

Dave Ballard, KING Seattle personality, to KTIX that city as d.j.

Bob Mowers, WPOR Portland, Me., and **Jerry Gordon,** WJWG Conway, N. H., join WLAM Lewiston, Me., as d.j.'s.

Dan Gates, KAIR Tucson, Ariz., to KIKK Bakersfield, Calif., as d.j.

Bob Castle, formerly with KALL Salt Lake City as announcer, to WISN Milwaukee announcing staff.

John Hunter (Jack Hannen), formerly with WNAX and KVTV (TV) Yankton, S. D., to WCCO Minneapolis-St. Paul announcing staff.

Joe Van, formerly with WKMH Detroit, to WDSU New Orleans as m.c.

Bill Lamb, d.j., WBBC Flint, Mich., to WKMF there in similar capacity.

Frank Pollock, formerly with KRUX Glendale, Ariz., to KDAY Santa Monica, Calif., as d.j.

Willie Mays, San Francisco Giants baseball player, has signed with KSAN there to endorse several KSAN advertisers' products, participate with d.j.'s in making commercials.

John H. Murphy, formerly with WSAZ Huntington, W. Va., to WHTN-TV there as announcer.

Smiley and **Kitty Nelson** have joined WLAC-TV Nashville's *Country Junction.*

Carl Meyers, formerly with WMGM New York, to WENE Endicott, N.Y., sales staff.

Bob Richter, program director, WOND Pleasantville-Atlantic City, moves to station's sales department.

Robert Wolff, commercial production and continuity director, WRVA-TV Richmond, Va., joins WHCT (TV) Hartford, Conn., sales promotion department.

Jim M. Moore joins news staff of KXOK St. Louis.

Philip Lenhart, Detroit newscaster, to WERE Cleveland news staff.

Bob Porter, formerly announcer at WIND Chicago, to staff of WJJD that city.

David Rogers Perry, announcer, WRHI Rock Hill, S.C., and **John Bryan McMurry,** WITN (TV) Washington, N. C., to WSJS Winston-Salem, N. C., and WSJS-TV, respectively.

Carleton D. Smith, vice president of NBC and general manager of WRC-AM-TV Washington, elected president of United Givers Fund.

W. D. (Dub) Rogers, president and general manager, KDUB-AM-TV Lubbock, Tex., named president of Lubbock Chamber of Commerce.

Fred A. Knorr, president, Knorr Broadcasting Corp. (WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson and WSAM-AM-FM Saginaw, all Michigan), elected president, Oakwood (Mich.) Hospital.

Lawrence M. C. Smith, owner and president of WFLN-AM-FM Philadelphia, reelected to board of commissioners of Philadelphia Fellowship Commission.

Gordon MacIntosh, president and owner of WTUX Wilmington, Del., elected president of University Club of Wilmington.

Cliff Gill, vice president of KBIG Catalina, Calif., elected to three-year term on board of managers of Hollywood YMCA.

L. R. Rawlins, general manager, KDKA Pittsburgh, named director of Pittsburgh Convention Bureau. **Guy S. Harris,** program director, KDKA, elected annual member, Allegheny County Community Chest.

Frank McLain Knight, 30, son of John S. Knight, editor and publisher of Knight Newspapers Inc. (45% owner of WAKR-AM-FM-TV Akron, Ohio), died March 9 in Akron, following emergency brain surgery. Mr. Knight was member of board of Knight Newspapers Inc. and was with advertising department of *Akron Beacon Journal*, one of Knight newspapers.

John A. Finamore, 32, film editing department engineer at WNBQ (TV) Chicago, died March 1.

REPRESENTATIVES

Thomas V. Cinquina, midwest manager, Forjoe & Co., since 1953, joins Chicago office of John Blair & Co., as account executive.

Peter T. Childs has been transferred from Chicago office of Branham Co., to L. A. office as account executive.

Warren Tomassene, salesman, NBC-TV Film Sales in central division, to Adam Young Inc., Chicago office, in similar capacity.

MANUFACTURING

Donald W. Gunn, division general sales manager, elected vice president-sales of Sylvania Electronic Tubes, division of Sylvania Electric Products Inc., N. Y.

Harry M. Fackert, previously salesman for equipment sales, to manager, eastern sales district, RCA semiconductor division; **George E. Reiling,** salesman in Chicago office, to manager, central sales district; **Robert D. Wick,** formerly manager, government sales, to manager, industrial sales, and **Irving H. Von Zelowitz,** manager, sales administration, to manager, sales coordination.

William Kaufmann, formerly chief engineer of Special Design Products Corp., Amityville, N. Y., appointed chief engineer of home engineering facilities for Telechrome Corp., N. Y., responsible for company's line of color tv broadcasting and video transmission test equipment.

PROFESSIONAL SERVICES

Robert D. McMillen, assistant to Secretary, U. S. Dept. of Agriculture, to Rogel International, Washington (public relations), as executive vice president.

Kenneth R. Lyon, production director, Gould, Gleiss & Benn, Chicago (management consultants in marketing), transfers to L. A. office of company in similar capacity. **Patricia Foran** named field director of GG&B's L. A. office.

Frank Noble, manager, TelePrompTer Corp. Detroit office, appointed regional manager for TelePrompTer, in charge of Michigan, Indiana and parts of Ohio.

Johnston Snipes, formerly on news staffs of NBC, Associated Press and United Press, appointed account supervisor in Chicago office of Daniel J. Edelman & Assoc., public relations firm.

John A. Molloy, creative vice president, Caldwell Adv., Chicago, joins McCann-Erickson, that city, as senior writer.

Richard Clemmer, producer with NBC-TV, Campbell-Ewald and most recently in theatre, has joined Kudner Adv., N. Y., as producer of commercials.

Edmund Gray, formerly radio-tv director, North Adv., Chicago, to McCann-Erickson, that city, as tv producer.

Robert Haverback, sales promotion manager, kitchen appliances, Norge Co., to Kudner Agency, Dayton, Ohio, on Frigidaire account.

A. Wayne Beavers, formerly commercial manager, KFEQ-TV St. Joseph, Mo., to Bozell & Jacobs, Omaha and Kansas City offices.

Wendell Niles Jr., formerly with William Morris Agency (talent representative) in Hollywood, has joined advertising department of Colgate Palmolive Co., N. Y. He will act as liaison between company and its advertising agencies.

EDUCATION

Glenn G. Griswold, formerly general manager of KFEQ-AM-TV St. Joseph, Mo., and past president of Missouri Broadcasters' Assn., named manager of KOMU-TV, U. of Missouri (Columbia) station.

Charles W. (Chad) Mason, program manager, WSUN-TV St. Petersburg, Fla., named general manager of WEDU (TV) Tampa, Fla., educational station.

Prof. Donald E. Brown, U. of Illinois College of Journalism and Communications, elected chairman of National Council on Radio & Tv Journalism.

INTERNATIONAL

T. L. Anderson, president of Cockfield, Brown & Co. Ltd., Toronto, Ont., advertising agency, appointed chairman of board, succeeding **G. Warren Brown,** retired. **D. R. McRobie** was appointed president, and **C. W. McQuillin,** radio-tv director, named executive vice president.

Wilfrid Taylor, vice president and creative director of Young & Rubicam Ltd., Montreal, Que., appointed manager of agency's office succeeding **Ward S. Hagan,** who has been moved to international headquarters of agency at New York.

The "Little Rascals" join "Jaxie"
on fast-moving Channel 12

Yes, and to top it off the "Little Rascals" will follow one of Jacksonville's greatest participation shows—Skipper Al's Popeye Playhouse. It's a combination that's hard to beat. Monday through Friday from 5:45 to 6:15 PM a half-a-million youngsters in Jacksonville's $1½ billion market watch the "Little Rascals"—and they'll see your sales message.

Represented by
Peters, Griffin, Woodward, Inc.

NBC — ABC

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

The elite buyers of spot television: What companies and brands spent in 1957

Procter & Gamble Co., top spot tv investor in 1957 with a gross expenditure of $25,916,840, bought spot television for a total of 39 brands, ranging from a high of more than $4.6 million for Zest beauty bar to a low of $980 on behalf of Bonus granulated soap.

The P&G spot television purchasing breakdown is contained in Television Bureau of Advertising listings released over the weekend of the top 100 tv advertisers along with the first 25 advertisers and their expenditures by brands. These statistics supplement total national and general advertiser expenditures which TvB issued a few weeks earlier [ADVERTISERS & AGENCIES, March 3], and which put the 1957 total for spot tv at $448,734,000.

On the product level, the No. 1 spot television investment for a brand last year was made by Brown & Williamson Tobacco Co. on behalf of its Viceroy cigarettes—an estimated $6,259,790. Runnersup were B&W's Kool cigarettes, for which $5,031,830 was spent last year, and Miles Labs' Alka-Seltzer with a $5,003,540 expenditure. Other heavyweight spot tv product spenders were Maxwell House coffee, on behalf of which General Foods invested an estimated near $5 million, and Robert Hall Colthes, which spent a similar sum.

Listings of the top 100 advertisers follow below. The top 25 advertisers by overall and brand totals begin on the facing page and continue on page 110.

THE TOP 100 ADVERTISERS IN SPOT TV

1.	PROCTER & GAMBLE	$25,916,840
2.	BROWN & WILLIAMSON	12,938,920
3.	CONTINENTAL BAKING	10,190,060
4.	STERLING DRUGS	8,635,890
5.	GENERAL FOODS	8,447,900
6.	COLGATE-PALMOLIVE	7,739,080
7.	LEVER BROTHERS	7,642,980
8.	CARTER PRODUCTS	6,995,260
9.	MILES LABS	6,392,640
10.	NATIONAL BISCUIT	5,822,320
11.	WARNER-LAMBERT PHARMA.	5,690,870
12.	PHILIP MORRIS	4,941,470
13.	ROBERT HALL CLOTHES	4,928,930
14.	INTERNATIONAL LATEX	4,722,660
15.	COCA-COLA	4,207,890
16.	ADELL CHEMICAL	4,109,800
17.	BULOVA WATCH	4,050,400
18.	LIGGETT & MYERS	4,001,840
19.	AMERICAN CHICLE	3,726,800
20.	AMERICAN HOME PRODUCTS	3,589,680
21.	FORD MOTOR	3,436,050
22.	AMERICAN TOBACCO	3,145,930
23.	CHARLES ANTELL	3,066,630
24.	PEPSI-COLA	3,038,650
25.	P. LORILLARD	3,018,660
26.	SHELL OIL	2,993,100
27.	ESSO STANDARD OIL	2,933,060
28.	R. J. REYNOLDS	2,887,630
29.	KELLOGG	2,829,510
30.	ANHEUSER-BUSCH	2,792,410
31.	FOOD MFGRS. INC.	2,781,640
32.	NESTLE	2,530,320
33.	CORN PRODUCTS REFINING	2,477,860
34.	BLOCK DRUG	$ 2,347,400
35.	MAX FACTOR	2,290,850
36.	AVON PRODUCTS	2,287,750
37.	FALSTAFF BREWING	2,196,180
38.	J. A. FOLGER	2,194,020
39.	BEECH-NUT LIFE SAVERS	2,180,520
40.	NEHI	2,154,430
41.	BRISTOL-MYERS	2,131,010
42.	THE TEXAS CO.	1,992,030
43.	WILLIAM WRIGLEY, JR. CO.	1,968,000
44.	GILLETTE	1,888,790
45.	HAROLD F. RITCHIE INC.	1,885,110
46.	P. BALLANTINE & SONS	1,814,930
47.	JOS. E. SCHLITZ BREWING	1,752,250
48.	MARATHON CORP.	1,749,690
49.	NATIONAL DAIRY PRODUCTS	1,743,450
50.	SEVEN-UP	1,712,270
51.	GROVE LABS	1,688,460
52.	U. S. BORAX & CHEM.	1,653,640
53.	H. J. HEINZ	1,621,790
54.	WESSON OIL & SNOW DRIFT	1,618,070
55.	STANDARD OIL (IND.)	1,597,460
56.	PIEL BROS.	1,594,130
57.	GENERAL MOTORS	1,552,630
58.	PABST BREWING	1,480,060
59.	M. J. B. CO.	1,473,340
60.	PETER PAUL INC.	1,458,710
61.	THEO. HAMM, BREWING	1,453,340
62.	INTERSTATE BAKERIES	1,452,080
63.	HELAINE SEAGER	1,427,250
64.	BURGERMEISTER BREW.	1,421,040
65.	MINUTE MAID	1,414,570
66.	HILLS BROS. COFFEE	1,404,070
67.	PHILLIPS PETROLEUM	$ 1,387,820
68.	STANDARD BRANDS	1,308,750
69.	ROBERT CURLEY LTD.	1,304,080
70.	MILNER PRODUCTS	1,296,950
71.	GLAMORENE	1,280,540
72.	TEA COUNCIL OF U. S. A.	1,280,080
73.	AMERICAN BAKERIES	1,232,170
74.	CARLING BREWING	1,231,440
75.	MAYBELLINE	1,168,860
76.	PACIFIC TEL. & TEL.	1,158,090
77.	SOCONY MOBIL OIL	1,139,720
78.	BEST FOODS	1,124,940
79.	QUAKER OATS	1,123,470
80.	UNITED VINTNERS	1,113,880
81.	GREAT A & P TEA	1,066,120
82.	PLOUGH INC.	1,059,920
83.	RALSTON-PURINA	1,059,010
84.	GENERAL CIGAR	1,056,760
85.	BORDEN	1,049,160
86.	RAYCO MFG.	1,037,940
87.	DR. PEPPER CO., BOTTLERS	1,031,720
88.	WM. B. REILY & CO.	1,025,840
89.	SARDEAU	1,023,340
90.	SUNSHINE BISCUIT	991,960
91.	SAFEWAY STORES	990,700
92.	PHARMACEUTICALS	940,150
93.	WARD BAKING	939,110
94.	ASSOCIATED PRODUCTS	919,230
95.	KROGER	905,290
96.	PROCTOR ELECTRIC	902,410
97.	GENERAL MILLS	901,190
98.	LANGENDORF UNITED BAKERIES	891,260
99.	GOLD SEAL	868,240
100.	SIMMONS CO.	864,270

BY-BRAND BREAKDOWN OF TOP 25 IN SPOT TV

1. Procter & Gamble $25,916,840

AMERICAN FAMILY DETERGENT	372,860
AMERICAN FAMILY SOAP	27,210
BIZ LIQUID DETERGENT	121,170
BIG TOP PEANUT BUTTER	1,212,220
CAMAY SOAP	452,000
CASCADE DETERGENT	2,820
CHARMIN PAPER PRODUCTS	373,330
BONUS GRANULATED SOAP	980
CHEER	1,498,170
CLOROX	1,930,720
COMET	1,326,580
CREST	141,080
CRISCO	603,030
DASH DETERGENT	936,330
DREFT	148,670
DRENE SHAMPOO	90,300
DUNCAN HINES CANNED FOODS	4,620
DUNCAN HINES MIXES	699,520
DUZ/BLUE DOT DUZ	2,938,000
FLUFFO	148,390
GLEEM	1,400,650
IVORY FLAKES	608,700
IVORY SNOW	247,210
IVORY SOAP	153,070
JIF PEANUT BUTTER	547,760
JOY	236,300
LAVA SOAP	136,680
LILT HOME PERMANENT	355,310
LIQUID IVORY	105,830
OXYDOL	382,610
PIN-IT HOME PERMANENT	215,500
PRELL SHAMPOO	1,307,320
SECRET CREAM DEODORANT	124,900
SHASTA SHAMPOO	2,170
SPIC & SPAN	972,660
TIDE	1,130,510
VELVET BLEND SHAMPOO	75,120
WINTER SET	276,590
ZEST BEAUTY BAR	4,609,950

2. Brown & Williamson ..$12,988,920

DU MAURIER CIGARETTES	556,320
KOOL CIGARETTES	5,031,830
RALEIGH CIGARETTES	1,130,730
TUBE ROSE SNUFF	10,250
VICEROY CIGARETTES	6,259,790

3. Continental Baking ...$10,190,060

BUTTERMILK BREAD	73,810
CERTIFIED BREAD	19,410
COUNTY FAIR BREAD	68,010
COUNTY FAIR TRIPLETTE CAKE	20,760
DAFFODIL FARM BREAD	2,920
HOSTESS CAKES	1,869,530
MORTON FROZEN FOODS	1,049,550
PROFILE BREAD	2,817,220
STAFF BREAD	536,500
TRIM BREAD	430
TWINKIES	53,930
WONDER BREAD	3,659,060
WONDER BROWN & SERVE ROLLS	5,490
WONDER BUNS	8,770
WONDER ROLLS	4,670

4. Sterling Drug ....$ 8,635,890

BAYER ASPIRIN	3,005,670
BAYER CHILDREN'S ASPIRIN	76,580
BAYER NASAL SPRAY	8,220
D-CON RAT POISON	17,640
DR. CALDWELL'S LAXATIVE	207,490
DR. LYON'S DENTIFRICES	307,330
DOUBLE DANDERINE	193,010
ENERGINE LIGHTER FLUID	332,340
FIZRIN	1,314,920
FLETCHER'S CASTORIA	217,920
HALEY'S M. O.	767,160
INSTATINE	318,030
IRONIZED YEAST	167,210
MOLLE SHAVING SOAP	1,220
PEPSOMAR	183,060
PHILLIPS' MILK OF MAGNESIA	1,405,850
PHILLIPS' MILK OF MAGNESIA TOOTHPASTE	3,900
Z.B.T. BABY POWDER	108,340

5. General Foods ....$ 8,447,900

ANGEL FLAKE CAKE MIX	9,750
BAKER'S INSTANT CHOCOLATE	900
BIRDSEYE FROZEN FOODS	296,590
BIRELEY'S SOFT DRINKS	3,420
BLISS COFFEE	41,840
DREAM WHIP TOPPING	34,850
GO IRONING AID	5,680
JELLO GELATIN DESSERT	62,150
JELLO PUDDING/PIE FILLING	558,360
KOOL AID	168,160
KOOL SHAKE	130,770
MAXWELL HOUSE COFFEE	4,892,140
MINUTE POTATOES	3,780
NOVELTEE	5,740
PERKINS' LEMONADE MIX	920
POST'S DRY CEREALS	1,710,260
SANKA COFFEE	86,960
SWANSDOWN CAKE FLOUR	80,550
SWANSDOWN CAKE MIX	173,690
TANG	19,210
YUBAN COFFEE	162,180

6. Colgate-Palmolive ....$ 7,739,080

AD DETERGENT	690,320
AJAX CLEANSER	32,120
BRISK DENTIFRICE	34,300
CASHMERE BOUQUET SOAP	320
COLGATE BAR SOAP	122,680
COLGATE DENTAL CREAM	3,088,580
COLGATE LUSTRE NET	5,550
COLGATE SHAVE CREAM	650,600
COLGATE SHAVE LOTION	1,600
DEODORANT BEAUTY SOAP	173,330
FAB DETERGENT	415,710
FLORIENT AEROSOL AIR DEODORANT	207,730
HALO SHAMPOO	908,890
KAN-KIL	2,440
LUSTRE-CREME SHAMPOO	50,620
MERRY DETERGENT	5,410
PALMOLIVE SHAVE CREAM	358,900
PALMOLIVE SHAVE LOTION	79,510
PALMOLIVE SOAP	54,500
RAPID SHAVE CREAM	29,010
VEL BEAUTY BAR	737,280
VEL DETERGENT	88,810
VETO DEODORANT	870

7. Lever Brothers ....$ 7,642,980

ALL DETERGENT	13,950
BREEZE	119,430
DOVE TOILET SOAP	1,963,660
GAYLA TOILET SOAP	26,920
GOOD LUCK MARGARINE	272,890
HUM DETERGENT	84,710
IMPERIAL MARGARINE	411,180
LIFEBUOY	25,690
LIPTON TEA	1,603,840
LUCKY WHIP	222,510
LUX LIQUID DETERGENT	189,350
LUX TOILET SOAP	284,120
PEPSODENT	297,660
PRAISE TOILET SOAP	27,970
RINSO	199,070
SHIELD TOOTHPASTE	11,730
SILVER DUST	34,480
SPRY	81,990
STRIPE TOOTHPASTE	5,680
SURF DETERGENT	14,380
WISHBONE SALAD DRESSING	55,320
WISK	1,696,450

8. Carter Products ......$ 6,995,260

ARRID DEODORANT—ALL TYPES	3,766,280
CARTER'S LACTESIA	400
CARTER'S LITTLE LIVER PILLS	1,242,910
COLONAIDS	224,280
CREW HAIR TONIC	6,600
EFFISAN	18,390
NAIR	695,980
PERSPRAY	20,190
RISE SHAVING CREAM	1,020,230

9. Miles Labs ....$ 6,392,640

ALKA-SELTZER	5,003,540
BACTINE	855,460
NERVINE	9,740
ONE-A-DAY BRAND VITAMINS	468,430
TABCIN	55,470

10. National Biscuit ......$ 5,822,320

COOKIES & CRACKERS	3,372,700
DROMEDARY CAKE MIX	288,050
DROMEDARY DATES	2,920
HOME TOWN BREAD	174,160
MASTER PLAN BREAD	252,760
MILK BONE	19,600
MILLBROOK BREAD	68,410
NBC BREAD	105,740
PAL DOG FOODS	19,200
RANGER JOE CEREAL	14,500
UNEEDA INSTANT FIZZ DRINK	11,880
VARIOUS DRY CEREALS	1,492,400

CONTINUED *on page 110*

Dominance in MONTANA

XL
60,000 TV HOMES
KXLJ TV12 Helena
KXLF TV4 Butte
The Continental Divide Stations

XL
Z NET
Great Falls
Helena
Missoula
Bozeman
Butte
117,170 RADIO HOMES

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- Westinghouse portable radio
- RCA transistor radio
- Phonograph and top 21 records
- Royal portable typewriter
- $25 Masters gift certificate
- Subscription to Ross Reports TV Index

The Radio and Television Executives Society Inc.
Hotel Biltmore, N.Y. 17, N.Y.

BY-BRAND BREAKDOWN OF TOP 25 IN SPOT TV *continued*

11. Warner Lambert Pharmaceutical . . . . $ 5,690,870

ANAHIST COLD REMEDIES	3,846,710
ANTIZYME TOOTHPASTE	23,320
BEAUTY CURL	243,370
BLISS HOME PERMANENT	121,570
BROMO-SELTZER	423,740
DUBARRY LIGHT AND BRIGHT	4,760
FIZZIES	293,690
HUDNUT HOME PERMANENT	49,660
LISTERINE ANTISEPTIC	106,290
LISTERINE DENTIFRICE	85,530
PIN-QUICK HOME PERMANENT	4,870
PROPHYLACTIC TOOTH BRUSH	8,740
QUICK HOME PERMANENT	330,450
RICHARD HUDNUT COSMETICS	41,830
RICHARD HUDNUT CREME RINSE	33,170
RICHARD HUDNUT SHAMPOO	1,410
SPORTSMAN TOILETRIES	20,160
3 FLOWERS BRILLIANTINE	6,440
VIRISAN	45,160

12. Philip Morris . . . . $ 4,941,470

BOND STREET TOBACCO	690
MARLBORO CIGARETTES	1,452,410
PARLIAMENT CIGARETTES	1,770,990
PHILIP MORRIS CIGARETTES	1,717,380

13. Robert Hall Clothes . . . $ 4,928,930

CLOTHES	4,928,930

14. International Latex . . . $ 4,722,660

ATHLETE FOOT TREATMENT	92,050
ISODINE	1,058,240
PLAYTEX BABY PANTS	732,670
PLAYTEX BRA	1,096,290
PLAYTEX GIRDLES	1,150,500
PLAYTEX GLOVES	592,910

15. Coca-Cola (Bottlers) . . . $ 4,207,890

COCA-COLA	4,207,890

16. Adell Chemical . . . . . . $ 4,109,800

LESTOIL LIQUID DETERGENT	4,109,800

17. Bulova Watch . . . . $ 4,050,400

BULOVA ELECTRIC RAZORS	57,910
BULOVA WATCHES	3,992,490

18. Liggett & Myers . . . . . . $ 4,001,840

CHESTERFIELD CIGARETTES	127,160
L & M CIGARETTES	3,857,720
OASIS CIGARETTES	16,960

19. American Chicle . . . . . . $ 3,726,800

ADAMS CLOVE GUM	64,790
BEEMAN'S GUM	599,210
CERTS	138,230
CHICLETS	268,430
CLORETS	704,520
DENTYNE	689,250
ROLAIDS	1,262,370

20. American Home Products . . . . $ 3,589,680

ANACIN	2,044,370
BISODOL	8,570
BUFFERED ANACIN	30,250
DRIAL NASAL MIST	13,740
DRISTAN	8,820
EMBERSTICK	11,740
FREEZONE	3,300
HEET	9,400
OUTGRO	6,400
PREPARATION H	749,270
PRIMATENE	40,290
SOOTHOL ANTACID	11,930
CHEF BOY-AR-DEE QUALITY FOOD	408,670
CHEF BOY-AR-DEE RAVIOLI	5,680
CHEF BOY-AR-DEE SAUCES	2,650
DENNISON'S FOODS	104,150
AERO-SHAVE	53,250
AERO-WAX	30,610
ANTROL-SNAROL ANT POISON	5,430
BLACK FLAG	6,370
EASY-OFF OVEN CLEANER	19,880
WIZARD DEODORIZERS	14,910

21. Ford Motor . . . . $ 3,436,050

ALL FORD MOTOR COMPANY CARS	510,390
EDSEL CARS	56,860
FORD CARS	2,100,040
FORD JET ENGINE	150
FORD TRACTORS	4,790
FORD TRUCKS	704,770
LINCOLN CARS	24,250
MERCURY CARS	34,800

22. American Tobacco . . . . $ 3,145,930

HERBERT TAREYTON CIGARETTES	592,020
HIT PARADE CIGARETTES	2,092,750
LUCKY STRIKE CIGARETTES	123,860
PALL MALL CIGARETTES	337,300

23. Charles Antell . . . . $ 3,066,630

CHARLES ANTELL COSMETICS	1,758,360
CHARLES ANTELL SPRAY NET	495,710
FORMULA #9 HAIR CREAM	348,160
FORMULA #9 SHAMPOO	373,710
SANDO REDUCING AID	2,010
SLIM MAGIC	2,080
SUPER LANOLIN LIQUID MAKEUP	7,760
VITA-YUM	78,840

24. Pepsi-Cola (Bottlers) . . . $ 3,038,650

PEPSI-COLA	3,038,650

25. P. Lorillard . . . . $ 3,018,660

KENT CIGARETTES	1,568,430
NEWPORT CIGARETTES	389,870
OLD GOLD CIGARETTES	1,060,360

Station Authorizations, Applications

As Compiled by BROADCASTING

March 6 through March 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Bakersfield, Calif.—Kern County Bcstg. Co., uhf ch. 17 (488-494 mc); ERP 232.8 kw vis, 125.8 kw aur.; ant. height above average terrain 670 ft., above ground 451.4 ft. Estimated construction cost $319,952, first year operating cost $300,000, revenue $345,000. P. O. address 1709 30th Street, Bakersfield. Studio location to be determined. Trans. location Woody Road, 1.2 miles N. of James Rd., north of Oildale. Geographic coordinates 35° 27′ 36″ N. Lat., 119° 01′ 11″ W. Long. Trans.-ant., RCA. Legal counsel Haley, Wollenberg & Kenehan, 1735 DeSales St., N.W. Washington. Consulting engineer Cautney & Jones, 1052 Warner Bldg., Washington. Owners are **Edward E. Urner, Bryan J. Coleman** and **Maurice St. Clair** (each 25%) and others. Mr. Urner owns **KLYD Bakersfield.** Mr. Coleman is savings & loan official. Mr. St. Clair is in construction, real estate, etc. Announced March 10.

Wailuku, Maui, Hawaii—Kaiser Hawaiian Village Tv Inc., vhf ch. 8 (180-186 mc); ERP 4.03 kw vis., 2.02 kw aur.; ant. height above average terrain 6158.5 ft., above ground 67 ft. Estimated construction cost $89,000, first year operating cost $20,000, revenue $20,000. P. O. address 2005 Kalia Rd., Honolulu, T. H. Studio location 2005 Kalia Rd., Honolulu. Trans. location Kole Kole Hill, Maui County. Geographic coordinates 20° 42′ 43″ N. Lat., 156° 15′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Haley, Wollenberg & Kenehan and consulting engineer Jansky & Bailey Inc., both 1735 DeSales St., N.W. Washington. Owners are **Henry J. Kaiser Co.** (50%), **Fritz B. Burns** (43.5%) and others. Mr. Burns is in real estate development. Announced March 6.

Existing Tv Stations

CALL LETTERS ASSIGNED

WIRT (TV) Hibbing, Minn.—Carl Bloomquist, ch. 10.

KMOX-TV St. Louis, Mo.—CBS Inc., ch. 4. Changed from KWK-TV effective March 16.

KCPP (TV) St. Louis, Mo.—CBS Inc., ch. 11. Changed from KMOX-TV, effective March 16.

KNOP (TV) North Platte, Neb.—North Platte Tv Inc., ch. 2. Changed from KWSL (TV).

New Am Stations

APPLICATIONS

Tempe, Ariz.—Richard B. Gilbert, 1580 kc, 5 kw D. P. O. address Box 182, Scottsdale, Ariz. Estimated construction cost $24,100, first year operating cost $50,000, revenue $60,000. Sole owner Gilbert owns 61% of permittee of **KZOK Prescott, Ariz.** Announced March 6.

Middletown, Md.—Frederick County Bcstg. Co., 1320 kc, 1 kw D. P. O. address Box 16, Braddock Heights, Md. Estimated construction cost $23,407, first year operating cost $35,000, revenue $50,000. Owners are **Dan Weinberg** (60%) and **John Keel** (40%). Mr. Weinberg is theatre-owner and realtor. Mr. Keel, construction engineer, owns one-third of **WCRO Johnstown, Pa.** Announced March 10.

Bowie, Tex.—Montague County Bcstg. Co., 1410 kc, 500 kw D. P. O. address Bert Dimock Jr., Box 131, Bowie. Estimated construction cost $13,638, first year operating cost $25,632, revenue $28,184. Owners are **Bert Dimock Jr.** and **Elmer Covey,** each 50%. Mr. Dimock is editor of weekly *Bowie Banner*. Mr. Covey is in tv-radio sales and service. Announced March 12.

Existing Am Stations

APPLICATION

WHOT Campbell, Ohio—Mod. of cp (as modified, which authorized increase power, install directional ant. daytime and new trans.) to make changes in directional ant. pattern. Announced March 10.

CALL LETTERS ASSIGNED

KHOG Fayetteville, Ark.—Fayetteville Bcstg. Co. Inc., 1450 kc. Changed from KGRH, effective March 15.

KACY Port Hueneme, Calif.—Coast Bcstrs. Changed from KYNE.

WTAM Tampa, Fla.—Rounsaville of Charlotte Inc., 1150 kc. Changed from WIOK, effective April 1.

KMCD Fairfield, Iowa—Bcstg. Engineering Services Inc., 1570 kc. Changed from KFAD.

WROA Gulfport, Miss.—Electronics Research Inc. of Evansville, 1390 kc. Changed from WDEB.

WVOL Nashville, Tenn.—Rounsaville of Nashville Inc., 1470 kc. Changed from WSOK, effective April 1.

New Fm Stations

APPLICATIONS

Sacramento, Calif.—Dale W. Flewelling, 102.5 mc, 3.5 kw unl. P. O. address 1818 Q St., Sacramento. Estimated construction cost $4,900, first year operating cost $27,000, revenue $36,000. Sole

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NEW ENGLAND INDEPENDENT	FULLTIME INDEPENDENT	FULLTIME NETWORK	1 KW DAYTIMER	WEST TEXAS NETWORK	MAJOR NORTHWEST
$130,000	$600,000	$140,000	$30,000	$100,000	$165,000
Single station. Solid economy plus new government spending. Profitable. Terms.	High fixed assets. Now showing over $100,000 profit before taxes. Single-station market.	Profitable operation. No. 1 station in market. Substantial cash needed for deal.	Terrific potential. Ideal situation for owner-manager.	1 kw fulltimer of high prestige in one of highest income markets. Good terms to right party.	Serving $350,000,000 retail sales. Excellent staff. Good ratings. Realistically priced. 29% down.
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Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N. W.	2414 Terminal Tower	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
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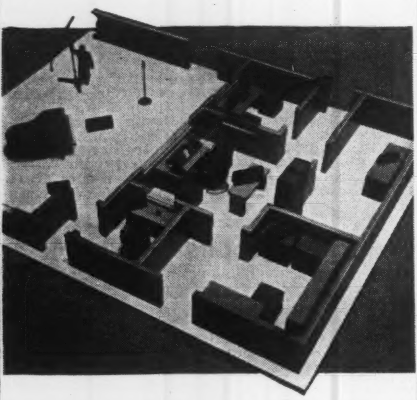

The plan above is one of three basic radio station designs, for new or modernized stations, now available from RCA. It approaches the ultimate for a larger type of radio station. Spacious studio area is incorporated in this plan, with area for other operational requirements; the transmitter would be located in its own building. By considering each plan individually, you can suit your special needs exactly.

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RCA

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Feb. 28

	AM	FM	TV
LICENSED (all on air)	3,170	520	400[1]
CPs ON AIR (new stations)	52	20	108[2]
CPs NOT ON AIR (new stations)	85	64	107
TOTAL AUTHORIZED STATIONS	3,307	604	659
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	42	75
APPLICATIONS FOR NEW STATIONS (in hearing)	115	11	54
TOTAL APPLICATIONS FOR NEW STATIONS	521	53	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	237	26	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	273	26	54
LICENSES DELETED	0	0	0
CPs DELETED	2	1	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Mar. 12

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	54	85	530
FM	520	20	69	61
TV (Commercial)	400[1]	108[2]	107	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Mar. 12

	VHF	UHF	TOTAL
COMMERCIAL	423	85	508[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

owner Flewelling has teaching background. Announced March 6.

Lima, Ohio—Howard R. Ward, 103.3 mc, 10.5 kw unl. P. O. address Box 105, Bowling Green, Ohio. Estimated construction cost $22,907, first year operating cost and revenue to be included with am station. Sole owner Ward owns and manages **WTLG Bowling Green.** Announced March 10.

West Bend, Wis.—West Bend Bcstg. Co., 98.5 mc, 6.02 kw unl. P. O. address Box 60, West Bend. Estimated construction cost $8,350, first year operating cost $15,000, revenue $20,000. Applicant is licensee-owner of **WBKV West Bend**. Owners are **August C. Perkholtz** (62%) and others. Mr. Perkholtz is theatre and hotel owner. Announced March 12.

Woodbridge, Va.—S & W Enterprises Inc., 105.9 mc, 11.2 kw unl. P. O. address Carroll W. White, 1721 DeSales St., N.W., Washington. Estimated construction cost $19,000, first year operating cost $10,000, revenue $15,000. Owners are **Carroll W. White** (53.6%) and others. Mr. White is manager, of mobile radio communications, **RETMA**. Announced March 6.

Existing Fm Stations

CALL LETTERS ASSIGNED

KITT (FM) San Diego, Calif.—Music Unlimited. Changed from KDFR (FM).

WFMQ (FM) Chicago, Ill.—Lester Vihon, 107.9 mc.

WPGC-FM Bradbury Heights, Md.—WPGC Inc., 95.5 mc. Changed from WRNC (FM).

WMZK (FM) Detroit, Mich.—Booth Bcstg. Co. Changed from WJLB-FM.

Ownership Changes

APPLICATIONS

WCRI Scottsboro, Ala.—Seeks assignment of license from **Pat M. Courington** to **Lawrence Sebring** for $31,000. Mr. Sebring is deputy commissioner, **Ala. Board of Corrections.** Announced March 8.

KAAA Kingman, Ariz.—Seeks assignment of license from **Wallace E. Stone** and **John Holbrook,** d/b as **Stonybrook Bcstg. Co.** to Wallace E. Stone for $10,000. Announced March 10.

KNGS Hanford, Calif.—Seeks involuntary transfer of control of licensee corporation (**Hanford Bcstg. Co. of Calif.**) from **Earl J. Fenston** to **James G. Fenston,** executor of estate of Earl J. Fenston, deceased. James Fenston, who will be sole owner, has been vice president and director of KNGS. Announced March 10.

KGMC Englewood, Colo.—Seeks assignment of license from **Grady Maples** and **R. B. McAlister** d/b as **McMa Agency** to **MacLee Radio Inc.** for $290,000. New owners will be **Robert McWilliams** (70%) and **Lee Mehlig** (30%). Mr. McWilliams is in advertising. Mr. Mehlig is general sales manager, **KTLN Denver.** Announced March 11.

KDAT South Daytona and **WPEG Arlington,** both **Florida**—Seek assignment of license from **Thomas Carr** to **Regional Bcstg. Co.** for $160,000. New owners are **Harold E.** and **Helen W. King,** 50% each. Mr. and Mrs. King are also partners in ownership of **KGHI Little Rock, Ark.,** and **WTHR Panama City Beach, Fla.** Announced March 12.

KIPA Hilo, Hawaii—Seeks transfer of control of licensee corporation (**Big Island Bcstg. Co. Ltd.**) from **Aloha Bcstg. Co. Ltd.** to **Bryson Ross Gardner.** Station stock was sold at sheriff's auction to satisfy $50,000 judgement against Aloha. Mr. Gardner, semi-retired, devotes time to overseeing investments. Announced March 10.

KBLI Blackfoot, Idaho—Seeks assignment of license from **Granite District Radio Bcstg. Co.** to **KBLI Inc.** Corporate change. No control change. Announced March 12.

KCOG Centerville, Iowa—Seeks assignment of license from **Clyde Holbrook,** temporary receiver, to **Centerville Bcstg. Co.** No payment. Centerville Bcstg. was original owner. Announced March 10.

WABL Amite, La.—Seeks assignment of license from **Louis Alford, Phillip Brady** and **Albert Smith,** d/b as **Amite Bcstg. Co.** to **Charles Fitz** and **Dr. R. R. Rose,** d/b as **Amite Bcstg. Co.** for $22,500. Messrs. Fitz and Rose are equal partners; former is WABL commercial manager, latter is physician. Announced March 10.

WZKY Albermarle, N. C.—Seeks assignment of license from **J. T. Presson, H. E. Payne** and **Mrs. Lottie P. Kellum,** d/b as **Stanly County Bcstg. Co.** to **Stanly County Bcstg. Co. Inc.** Messrs. Presson and Payne will each own 42½% and Mrs. Kellum, 15%. Announced March 12.

WHED Washington, N. C.—Seeks assignment of license from **Pamlico Bcstg. Co.** to **John P. Gallagher** for $16,500. Mr. Gallagher owns 1.8% of **KDUB-AM-TV Lubbock, KPAR-TV Sweetwater** and **KEDY-TV Big Spring,** all **Texas.** He also holds 3.7% of preferred, non-voting stock in these stations. Announced March 6.

WBHC Hampton, S. C.—Seeks assignment of license from **J. A. Gallimore** tr/as **Hampton County Bcstg. Co.** to **Hampton County Bcstrs, Inc.** Messrs. Gallimore and **Joseph B. Wilder** will each own 50%. Mr. Gallimore is licensee of **WABV Abbeville,** and has interest in **WBAW**

Barnwell (30%), WSNW-AM-FM **Seneca** and **WSSC Sumter** (80%), all **South Carolina,** and owns 30% of **WLFA Lafayette, Ga.** Mr. Wilder has 40% interest in WBAW. Announced March 8.

KWEL Midland, Tex.—Seeks acquisition of positive control of licensee corporation **(Great Western Radio Co.)** by **Jerry Covington** through sale of 45% of company stock for $5,800. Mr. Covington's ownership will thus be increased to 90%. Announced March 12.

KPAT Pampa, Tex.—Seeks assignment of license from **Eldon Mahon, Oscar Wilkes III** and **George O. Witten,** d/b as **Gray County Bcstg. Co.** to **Bobby Dean Garrison** and **Hugh Huntley** d/b as **Garrison-Huntley Enterprises** for $42,000. Messrs. Garrison and Huntley will each own 50%. Mr. Garrison formerly held 25% of **KRWS Post, Tex.** Mr. Huntley was KRWS sportscaster. Announced March 6.

KVEL Vernal, Utah—Seeks relinquishment of positive control of licensee corporation **(Uintah Bcstg. and Tv Co.)** by **James C. Wallentine** through sale of 5,025 shares to **Lucile M. Johnson** and 500 shares to **Hugh W. Colton** at $1 per share. Mr. Wallentine retains 20,650 shares, or approximately 41%. Announced March 10.

WMTV (TV) Madison, Wis.—Seeks assignment of license from **WMTV Inc.** to **Forward Tv Inc.** for $399,333. New owners are **Lee Radio Inc.** (51%) and **Lee Bcstg. Inc.** (49%). Lee Radio, which owns 51% of Lee Bcstg., is licensee of **KGLO-AM-FM-TV Mason City, Iowa,** and owns 51% of **WTAD-AM-FM Hannibal, Mo.** Lee Bcstg. is licensee of WTAD-AM-FM. Announced March 10.

Hearing Cases

FINAL DECISIONS

By decision of March 12, Commission (1) dismissed protest of **Federal Bcstg. System Inc. (WSAY) Rochester, N. Y.,** and (2) affirmed March 11, 1953, grants of cps to **WHEC Inc. (WHEC-TV)** and **Veterans Bcstg. Co. Inc. (WVET-TV)** for new tv stations to operate on ch. 10 on share-time basis in Rochester. Initial decision of Aug. 6, 1956, proposed affirming grants.

By decision of March 12, Commission (1) dismissed protest of **Federal Bcstg. System Inc. (WSAY) Rochester, N. Y.,** and (2) affirmed May 20, 1954, grant of application of **WBBF Inc.,** for renewal of license of station **WBBF Rochester,** and terminated proceeding.

By order of March 12, Commission, on request by **The Radio Station KFH Co. (KFH) Wichita, Kans.,** dismissed latter's petitions for rehearing; reaffirmed June 9, 1955 decision granting application of **Wichita Tv Corp. Inc.,** for new tv station **(KARD-TV)** to operate on ch. 3 in Wichita and denying competing applications of KFH and **Taylor Radio and Tv Corp. (KANS);** terminated proceedings; provided, that nothing contained in order shall be construed as Commission approval of that portion of Jan. 27, 1958 agreement whereby KFH in consideration of allegedly partial reimbursement by Wichita Tv of expenses incurred by KFH, agreed to dismiss petitions for rehearing and to "take no steps, directly or indirectly, which will in any way challenge, impede, delay or prevent issuance of any licenses or authorizations to Wichita Tv which may be applied for from date hereof through calendar year 1960 for continued operation of its tv station at Wichita, Kans.," quoted therein.

INITIAL DECISION

Hearing Examiner Herbert Sharfman issued initial decision looking toward revoking cp held by **Nevada Telecasting Corp.** for station **KAKJ** (ch. 4) **Reno, Nev.** Announced March 10.

OTHER ACTIONS

Commission on March 12 directed preparation of documents looking toward:

Denying petitions by **KXA Inc. (KXA),** to set aside, stay, etc., and by **Puget Sound Bcstg. Co. Inc. (KVI),** for reconsideration and rehearing, directed against Commission's July 25, 1957 decision which granted **Queen City Bcstg. Co.** a new tv station **(KIRO-TV)** to operate on ch. 7 in **Seattle, Wash.,** and denied competing applications of KXA Inc., and Puget Sound Bcstg. Co. Inc.

Granting application of **Midwestern Bcstg. Co.** for new tv station to operate on ch. 4 in **Cheboggan, Mich.,** and denying competing application of **Straits Bcstg. Co.** Initial decision of June 21, 1957, proposed this action.

Granting application of **Lawrenceville Bcstg. Co.** for new am station to operate on 910 kc, 500 w DA, D, in **Lawrenceville, Ill.,** and denying competing application of **Southern Indiana Bcstrs. Inc.,** for same facility with 1 kw in **Newburgh, Ind.** Initial decision of May 2, 1957 proposed this action.

NARBA Notifications

DOMINICAN

Notification of New Dominican Republic broadcasting stations, and of changes in or deletions of existing stations, made in conformity with Part III, Sec. II of the North American Regional Broadcasting Agreement, Washington, D. C.

1240 kc

HI8U Puerto Plata—0.25 ND unl. Class IV. 1-3-58. 70 42 W 19 04 N (change in call letters from HI9T).

1310 kc

HIF Puerto Plata—1 ND unl. Class III. 1-3-58. 70 42 W 19 04 N (New).

1440 kc

HI9T Monsenor Nouel—0.5 ND unl. Class III. 1-3-58. 70 24 W 18 56 N (New).

1450 kc

HI2K Santiago—0.25 ND unl. Class IV. In use. 70 42 W 18 28 N (change in frequency from 1310 kc).

MEXICAN

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

820 kc

XEKG Fortin de las Flores, Veracruz—1D, ND, D, Class II. (Change in call letters from XEJW.)

1060 kc

XEGE Mexicali, Baja, California—1, ND, D, Class II. (Delete assignment.)

1260 kc

XEOG Ojinaga, Chihuahua—0.5D, 0.1N, ND, U, Class IV. (Change in call letters from XEKP.)

1340 kc

XEKZ Colima, Colima—1, ND, D, Class IV. (New.)

1450 kc

XEPP Orizaba, Veracruz—1D, 0.25N, ND, U, Class IV. (Increase daytime power.)

XEJW Chilpancingo, Guerrero—1D, 0.25N, ND, U, Class IV. (Change in call letters from XEKG.)

1570 kc

XEGE Mexicali, Baja, California—1, ND, D, Class II. (Change in frequency from 1060 kc.)

Routine Roundup

TV EQUIPMENT LIST REVISED

Commission has revised radio equipment list, part A, showing transmitters, translators, and monitors acceptable, as of Feb. 21, for use in tv broadcast service, provided operation is in accordance with Commission's rules and that technical specifications listed are not exceeded. "Type acceptance" is required for listing of transmitters, and "type approval" is necessary for translator and monitor listings.

It is not possible for Commission to print list in sufficient quantity to permit general distribution. However, copies will be available for inspection at Commission's offices in Washington, D. C., and at each of its field offices. Industries and others interested may reproduce list in whole or in part if they so desire. Arrangements may be made through Technical Research Division of Office of Chief Engineer for loan of copy for this purpose. Announced March 10.

PETITIONS FOR RULE MAKING FILED

Wood's Bcstg. Co., Mount Airy, N. C.—Petition requesting amendment of rule so as to make following changes: Change ch. 10 in **Roanoke, Va.,** to ch. 9—and assign ch. 10 to petitioner at Mount Airy, N. C. Announced March 7.

United Bcstg. Co., Mount Airy, N. C.—Petition requesting amendment of rules so as to make following changes: (1) Change **Chapel Hill, N. C.,** to ch. 8 as educational station; (2) Change **Florence, S. C.,** to ch. 13; (3) Assign ch. 8 to **Charleston, S. C.,** as educational station, and (4) Assign ch. 4 to **Rocky Mount, N. C.** Announced March 7.

Camellia Bcstg. Co. Inc. (KLFY-TV) Lafayette, La.—Petition requesting amendment of table of allocation by institution of rule making so as to assign ch. 3 to **Lake Charles-Abbeville-Kaplan, La.,** in lieu of **Lafayette-Lake Charles.** Announced March 7.

PETITIONS FOR RULE MAKING DENIED

KCOR Inc. (KCOR-TV) San Antonio, Tex.—Petition requesting institution of rule making which would result in allocation of vhf channel for use by KCOR-TV in San Antonio, Tex. Petitioner proposes following methods of accomplishing this result, namely: (1) Amendment of rules so as to permit KCOR-TV to operate part time on vhf ch. 9 which is presently allocated to San Antonio for non-commercial purposes; (2) Reclassification of vhf ch. 9 as commercial channel in order to permit KCOR-TV and educational tv organizations in San Antonio to apply for share-time facilities using ch. 9, and (3) Allocation of ch. 2 to San Antonio for commercial purposes, with accompanying changes in other tv allocations in cities along U. S.-Mexican border, and with appropriate waivers of rules. Announced March 7.

Board of Regents of University of State of New York, New York, N. Y.—Petition requesting amendment of Sec. 3.606 by institution of rule making so as to set aside ch. 13 for use in New York metropolitan area for educational tv. Withdrawn at request of petitioner March 5, 1958.

ACTIONS ON MOTIONS

By FCC

Commission on March 11 granted petition of **U. of Georgia, Board of Public Education for City of Savannah** and **County of Chatham,** and **Joint Council on Educational Tv** for extension of time for filing reply comments from March 13 to April 2 in tv rule making proceeding involving **Columbus, Ga.**

By Hearing Examiner H. Gifford Irion on March 11

On own motion, ordered that further hearing conference scheduled for March 13 is continued to April 2 in proceeding on am applications of **Charles R. Bramlett, Torrance, Calif.**

By Hearing Examiner Basil P. Cooper on March 10

Ordered that further prehearing conference will be held on March 24, and evidentiary hearing scheduled for March 17 is continued to date to be announced at conclusion of further prehearing conference in proceeding on applications of **Sherrill C. Corwin** and **K-UHF (TV)** for new tv stations to operate on ch. 34 in **Los Angeles, Calif.**

By Hearing Examiner Annie Neal Huntting on March 10

Granted motion by **Southwest Bcstg. Co. Inc., Redlands, Calif.,** for continuance of prehearing conference from March 12 to March 28 at 2 p.m., in proceeding on its fm application and that of **Telemusic Co., San Bernardino, Calif.**

By FCC

Commission on March 7 granted requests of **Assn. of Federal Communications Consulting Engineers, Capital Cities TV Corporation (WROW) Albany, N. Y.,** and **Radio Service Corp. of Utah (KSL) Salt Lake City, Utah,** for extension of time for filing comments from March 18 to May 2 and for filing reply comments to June 2 in matter of proposal to extend daytime am station operating hours.

By Chief Hearing Examiner James D. Cunningham on March 10

Denied petition of **Frederick J. Bassett** and **William E. Sullivan** (partners) as **K-UHF (TV)** requesting that hearing in proceeding on its application and that of **Sherrill C. Corwin** for

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new tv stations to operate on ch. 34 in **Los Angeles, Calif.**, scheduled to be held in Washington, D. C., be moved to **Los Angeles.**

By Hearing Examiner Jay A. Kyle on March 6

Dismissed as moot petition for continuance by **Bosque Radio, Clifton, Tex.**, of proceeding on its am application.

By Hearing Examiner Charles J. Frederick on March 7

Upon request by **Williamsburg Bcstg. Co., Williamsburg, Va.**, to change certain dates in proceeding on its am application and that of **WDDY Inc. (WDDY) Gloucester, Va.**, ordered that date for the exchange of affirmative cases is changed from March 10 to March 17; date for further prehearing conference is changed from March 17 to March 26, and date for hearing is changed from March 24 to March 31.

By Hearing Examiner Elizabeth C. Smith on March 7

Granted petition by Broadcast Bureau for extension of time from March 10 to March 25 for filing proposed findings of fact and conclusions and to April 7 for filing replies thereto in proceeding on application of **North Dakota Bcstg. Co. Inc.**, for new tv station to operate on ch. 11 in **Fargo, N. Dak.**

By Chief Hearing Examiner James D. Cunningham on March 5

Ordered that hearing is scheduled to commence on April 21 on applications of **Orchard Community Tv Association Inc., Lewiston, Idaho,** for new tv broadcast translator stations.

By Hearing Examiner Herbert Sharfman on March 5

Ordered that prehearing conference will be held on March 19 in proceeding on application of **Video Independent Theatres Inc. (KVIT ch. 2) Santa Fe, N. Mex.**

By Hearing Examiner Elizabeth C. Smith on March 5

Upon oral motion by **Granite State Bcstg. Co. Inc. (WKBR) Manchester, N. H.**, at prehearing conference held on March 5, and with agreement of Broadcast Bureau, hearing on Granite State's application, scheduled to commmence on March 17, is continued to April 8.

By Hearing Examiner Basil P. Cooper on March 4

Ordered, retroactive to Feb. 28, that depositions not be taken on March 3 in proceeding on application of **Triangle Publications Inc. (WNHC-TV, ch. 8), New Haven, Conn.**; order, however, is without prejudice to right of protestant **(Springfield Tv Bcstg. Corp.)** to take depositions of witnesses at time when it will be possible for counsel for **Triangle Publications** to be present and cross-examine the deponents.

By Commissioner Rosel H. Hyde on March 6

Granted petition of **Arthur Wiliam Wilson, Wichita, Kans.**, for an extension of time to March 30 to answer petition to modify issues filed by **John Bozeman, Wichita, Kans.**, in proceeding on their am applications.

By Hearing Examiner J. D. Bond on March 6

Ordered that oral argument will be held at 9 a.m., March 11, on petition for leave to amend am application filed by **W. A. Pomeroy, Tawas City-East Tawas, Mich.**

By Hearing Examiner Jay A. Kyle on the dates shown

Granted motion of **Joseph M. Ripley Inc., Jacksonville, Fla.**, for continuance of hearing from March 5 to April 2 in proceeding on its am application and that of **Dan Richardson, Orange Park, Fla.** Action March 4.

Granted petition of **Bosque Radio, Clifton, Tex.**, for leave to amend its am application proposing certain changes as embodied in engineering amendment tendered simultaneously with petition, and application, as amended, is returned to processing line. Action March 5.

By Hearing Examiner Millard F. French on March 3

Granted motion of chief of Safety and Special Radio Services Bureau requesting that hearing scheduled for March 4 be continued without date pending action upon motion to withdraw protest in proceeding on application of **Borough of Lemoyne, Penn., Lemoyne, Pa.**, for authorization in **Fire Radio Service.**

By Hearing Examiner Basil P. Cooper on March 3

Ordered that a prehearing conference is scheduled for March 4 in proceeding on fm applications of **Armin H. Wittenberg Jr., Los Angeles,** and **Pasadena Presbyterian Church, Pasadena, Calif.**

By Hearing Examiner H. Gifford Irion on March 4

Pursuant to agreement among all parties to proceeding on fm applications of **Herbert Muschel, Independent Bcstg. Co.,** and **New Bcstg. Co. Inc., New York, N. Y.**, ordered that further hearing scheduled for March 6 is continued to March 7.

By Hearing Examiner Charles J. Frederick on March 4

According to agreements reached upon record of hearing conference in tv ch. 12 proceeding, **Beaumont, Tex.**, ordered that findings of fact and conclusions of laws shall be exchanged among parties on or before 4 p.m., March 21; and reply findings shall be exchanged among parties on or before 4 p.m., March 28, and hearing record closed.

By Hearing Examiner J. D. Bond on March 3

Granted motion of chief of Broadcast Bureau for corrections in various respects to record transcript of further prehearing conference held on Feb. 7 in tv ch. 12 proceeding, **New Orleans, La.**

BROADCAST ACTIONS

By Broadcast Bureau

ACTIONS OF MARCH 7

WHHY Montgomery, Ala.—Granted cp to change ant.-trans. location and make changes in ground system.

KHFM Albuquerque, N. Mex.—Granted cp to change ERP to 1.45 kw, ant. height to minus 11 ft., and change trans.-studio location.

WDSC Dillon, S. C.—Granted authority to operate at reduced time 7:00 am to 6:00 pm during month of March.

Action of March 6

WFHA-FM Red Bank, N. J.—Granted extension of completion date to March 28.

Actions of March 5

WQIK Jacksonville, Fla.—Granted acquisition of negative control by **Marshall W. Rowland** and **Carol C. Rowland** through purchase of stock from **Thomas Edison Casey.**

Granted licenses for following tv broadcast stations: **KDUH-TV Duhamel Enterprises Inc., Hay Springs, Neb.; KRSD-TV The Heart of The Black Hills Stations, Rapid City, S. Dak.; WBRE-TV WBRE-TV Inc., Wilkes-Barre, Pa.**; ERP vis. 589 kw, aur. 392 kw, ant. height 1200 ft.

KOAT-TV (Aux. Ant.) **Albuquerque, N. Mex.**—Granted license covering cp which maintained ant. system incorporated in BPCT-721, as modified, at the main trans. site.

WSBA York, Pa.—Granted cp to install new trans.

KDMC Corpus Christi, Tex.—Granted cp to change ERP to 4.1 kw, and increase trans. power output, ant. height 280 ft.

WPFD Darlington, S. C.—Granted authority to sign-off at 6 p.m. or sunset, whichever is earlier.

WORM Savannah, Tenn.—Granted authority to sign-on at 6:00 a.m. and sign-off at 6:00 p.m. except during months in which sign-on and sign-off times are earlier.

WPRY Perry, Fla.—Granted authority to remain silent after 6:30 p.m. beginning April 1 due to decline in nighttime revenue for period ending Aug. 1.

KEAN Brownwood, Tex.—Granted authority to sign-off at 7:00 p.m. from March 1 through May 31.

KOFO Ottawa, Kans.—Granted authority to operate 6:00 a.m. to 6:30 p.m. April through Aug.

KJCF Festus, Mo.—Granted authority to sign-off at 6:00 p.m. local time March through Oct.

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FOR THE RECORD CONTINUED

Following were granted extensions of completion dates as shown: **WARE Ware, Mass.**, to 4-15; **WPCF Panama City, Fla.**, to 4-20; **WSCM Panama City Beach, Fla.**, to 4-30; **WTRI (TV) Albany, N. Y.**, to 10-1; **WTEN (TV) Albany (Vail Mills), N. Y.**, to 8-15.

Actions of March 4

KALI Pasadena, Calif.—Granted assignment of license to **Tele-Broadcasters of Calif. Inc.**

WDSG Dyersburg, Tenn.—Granted acquisition of negative control by **Robert William Ward** through purchase of stock from **LeRoy Ward.**

WKYB, WKYB-FM Paducah, Ky.—Granted transfer of control from **Aubrey D. Reid** to **The Barrington Co.**

WIOD Sanford, Fla.—Upon reconsideration, set aside Feb. 28 grant of application for voluntary assignment of license to **Sanford Bcstg. Corp.**

WAGE Leesburg, Va.—Granted mod. of cp to make changes in ant. and ground system; conditions.

KBMB-TV Bismarck, N. D.—Granted extension of completion date to April 15.

WMUB-TV Oxford, Ohio—Granted extension of completion date to Sept. 24.

Actions of March 3

WOBS Jacksonville, Fla.—Granted relinquishment of positive control by **Simpson R. Walker Jr.**, through sale of stock to **Lawrence R. Picus** and **Harry C. Powell Jr.**

KFBI Wichita, Kans.—Granted acquisition of negative control by **Hale Bondurant** through purchase of stock from **K. W. Pyle.**

WBLJ Dalton, Ga.—Granted acquisition of positive control by **H. C. Kenemer** through purchase of stock from **T. W.** and **Mack Kenemer.**

WWHG Hornell, N. Y.—Granted license to increase power and installation of new trans.

KRUX Glendale, Ariz.—Granted license covering changes in facilities, ant.-trans. location, installation directional ant. for nighttime use (DA-N), make changes in ground system, installation new trans. and specify studio location as same as trans. site.

KVBC Farmington, N. Mex.—Granted license covering changes in facilities, ant.-trans. location, installation directional ant. for night use (DA-N), make changes in ground system and installation new trans.

WDMG Douglas, Ga.—Granted license covering change hours of operation, installation DA-N.

KDMS El Dorado, Ark.—Granted license covering installation of new trans. as aux. trans. at present location of main trans., with remote control operation.

KLON Long Beach, Calif.—Granted license covering changes in non-commercial educational fm station.

KFAC-FM Los Angeles, Calif.—Granted license covering changes in fm station.

WNGO-FM Mayfield, Ky.—Granted license covering change of ERP to 583 w and type trans.; ant. height 203 ft.

WCMS Norfolk, Va.—Granted cp to install old main trans. (composite) as an aux. trans. at present main trans. site.

KPSR Palm Springs, Calif.—Granted mod. of cp to decrease ERP to 1 kw, change trans. studio location and type trans., ant. height minus 600 ft.; condition.

WTAE McKeesport, Pa.—Granted extension of completion date to Sept. 25.

WBOY Clarksville, W. Va.—Granted extension of completion date to June 1.

PROGRAMS & PROMOTIONS

Johns Hopkins U.'s 'File 7' Airs Special Edition on ABC-TV

Johns Hopkins U., Baltimore, celebrated its 10th anniversary on television March 8, with a special edition of its ABC-TV (Sun., 3-3:30 p.m. EST) *Johns Hopkins File 7*. On the anniversary show, Lynn Poole, university public relations director and creator of the program, introducd several scholars and scientists, who speculated on discoveries and developments of the next decade.

The original *Johns Hopkins Science Review* was founded in 1946 by Mr. Poole, presenting faculty members and other experts over WMAR-TV Baltimore. Subsequently the show became a weekly feature on WAAM (TV) (now WJZ-TV) there and in 1949 was first carried by the former DuMont Network. Now an ABC-TV Sunday feature under the present *File 7* name, the program still originates at WJZ-TV.

A 76-page book, *Ten Years With Tv at Johns Hopkins*, is being published to mark the anniversary.

'Crown' Concludes Road Show

The Crown Stations (KING-AM-TV Seattle, KGW-AM-TV Portland and KREM-AM-TV Spokane) wound up their coast-to-coast sales presentation-treasure hunt road show [PROGRAMS & PROMOTIONS, Feb. 3] with a "salmon bake" at San Fernando Valley Feb. 11. A reported total of 300 agency executives, press representatives and tv stars fished in the streams of Sportsmens' Lodge there—John Bromfield (Sheriff of Cochise) caught the biggest salmon. With Walter Brennan as m.c., the governors of Oregon and Washington awarded Crown Station "crowns" to ABC-TV and syndicated tv stars who "dominate ratings" in their time periods in the Pacific Northwest.

CBS Airs Plugs From Pugs

Broad distribution of a two-record long-playing phonograph album containing "The Big News of 1957" is being made by CBS Radio among local boards of education, schools, libraries and universities. Close to 2,000 albums already have been mailed. The records are made up of the audio portion of a special CBS Radio year-end report heard on the network last December.

The radio network also is expanding its on-air promotion activities. For example, to stimulate audience acceptance for CBS Radio's exclusive Basilio-Robinson fight March 25, CBS Radio's advertising-promotion vice president, Louis Hausman, and staff have prepared a number of recorded announcements by the two pugilists, saying: "If you can't make the fight in person, be sure to hear it over this station." These spots are being mailed to affiliates.

Broadcaster-Sponsored Association Furthers Singing Careers

Cincinnati launched a half dozen of the country's most promising singers on international operatic careers Saturday. They were sought out and trained by American Opera Auditions, a non-profit association principally underwritten through a grant by Hulbert Taft Jr., president of Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati and other stations).

The team heard in Cincinnati last week will be the first to take advantage of American Opera Auditions' plan to open professional doors for them by putting the finishing touches on their training, at no cost to the artists. The young singers will go to Milan for study this summer and an Italian opera debut in Milan and Florence during the 1958 season.

Finalists in the last stages of the competition have been heard in a series of Sunday concerts on WKRC-AM-TV in recent weeks. On Saturday the winners were heard with the Cincinnati Symphony Orchestra in the annual Cincinnati United Arts Fund concert, an event that will be broadcast by CBS Radio at the conclusion of its *New York Philharmonic* Sunday series, WKRC has announced.

American Opera Auditions is sending abroad the cream of more than a thousand aspirants in its program. Some 300 singers were screened at auditions last fall in six cities and 22 brought to the Cincinnati College Conservatory of Music for grooming.

Submerged Promotion for WBAL-TV

A new underwater endurance record reportedly was set March 5 at WBAL Baltimore studios. The start of the promotion, run in connection with the station's *Sea Hunt* series, was carried on NBC-TV's *Today* March 4. WBAL-AM-TV kept listeners and viewers posted on the 29 hour 1 minute record-breaking effort with regular reports.

Postman Stars in WISN-TV Film

A typical day's work for a postman was portrayed Feb. 13 on WISN-TV Milwaukee's *Documentary 12* (Mon.-Fri. 10-10:30 p.m. CST), titled "Your Mailman . . . Unchanging." WISN-TV's cameras followed a local mail-carrier throughout his working day, beginning with his early morning duties at the post office. Milwaukee postal officials have requested copies of the documentary for use in training.

CONTINUED *on page 121*

Mid-West

$282,000

Network local, long earnings record, 29% down, good real estate, competitive factors favorable.

SOUTHERN

Mid-West

$625,000

Top Hooper, makes $100,000 before taxes, local, large market, some terms, better phone.

Norman & Norman, Inc.

510 Security Bldg. — Phone 3-5642 — Davenport, Iowa

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- **SITUATIONS WANTED** 20¢ per word—*$2.00 minimum* • **HELP WANTED** 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Stations selling mail order specialties to senior citizens send rates to Box 268D, BROADCASTING.

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Sales

Opportunity for a young man interested in sales New York state. Must have car. Send background information. Box 433D, BROADCASTING.

New promotion-minded ownership wants experienced salesman for daytimer in Fort Worth, Texas. Liberal guarantee. Commissions up to 20%. Prosperous market. Opportunity to earn big money. Apply Bill Schueler, KJIM, Fort Worth.

Salesman wanted for daytime station in eastern North Carolina. Guaranteed salary against override. Will consider announcer who wants to get in sales. Write Lee Hodges, WCPS, Tarboro, N. C.

WEAV, Plattsburgh, N.Y. offers key sales position, 5,000 watt outlet in growing area. Excellent setup. Stability. Background, references to A. E. Spokes.

Experienced radio salesman wanted. Progressive 1 kw newspaper affiliate. Excellent market. Large military installation in county. Send references, sales results summary, salary expected, photo, personal data first letter. In person interview necessary. Don Ritter, Manager, WKOA, Box 22, Hopkinsville, Kentucky.

Metropolitan New York. Due to promotion of one of present salesmen, we need experienced salesman for 5000-watt fulltime independent to sell in metropolitan New York area. Present salesmen all average more than $10,000. Send photo and resume, including current billing and present earnings to Hal Walton, WNJR, Box 1258, Newark, New Jersey.

Salesman who wants real present opportunity plus chance for future advancement. Must be a plugger with proven ability in time-sales field. Metropolitan Washington, D. C., area. This is a real chance to get ahead in the industry for the right man. Write, wire or phone WPIK Alexandria, Va.

Aggressive but down-to-earth salesman sought by Illinois broadcasting company to work cluster of towns in southeastern Illinois. Good starting base with commission arrangement. Stability and security with promising future. Write General Manager, WVLN, Olney, Illinois.

Announcers

Expanding chain has immediate opening for experienced announcers at brand-new station in greater Pittsburgh area. Will be in operation in a few weeks. $90 to $95 per week to start, with regular raises and unusual opportunity for advancement into management. Minimum of 1 year experience required. All applicants must send tape, photo, resume with letter of application. Box 131D, BROADCASTING.

Sportsman, must have 1st phone. Minimum three years experience all types play-by-play. Also strong dj personality. Salary open. Large midwest market. Box 322D, BROADCASTING.

DJ personality, must have 1st phone. Middle size mid-U. S. market paying top salary. Box 323D, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN network. Texas. Box 337D, BROADCASTING.

Western Penna station needs an experienced versatile announcer a good solid staff man. We prefer a married man who knows and likes small town life. He must be willing to follow station policy in programming and try to build an adult audience rather than a big record hop following. In return he'll get above scale pay and excellent opportunity for advancement in a growing organization. Include recent photo, tape, and resume in first reply. Box 437D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Bright, sparkling morning man. Good opportunity. Good salary. Benefits, on music-news station. If you're a good man, tap out a tape and picture to Box 373D, BROADCASTING.

Rocky mountain station needs alert, experienced, even-tempered all-around announcer willing to work in return for opportunity. Preferably single. Send details, photo to Box 485D, BROADCASTING.

Announcer for midwest regional with excellent staff and facilities. $80 for 40 hours and opportunity for overtime. Send all details to Box 500D, BROADCASTING.

Wanted, competent, experienced announcer capable of doing news and disc jockey shows. Must be experienced. Station located in Colorado, 5000 kilowatt station, Box 537D, BROADCASTING.

Wanted—combo announcer, first class ticket. Emphasis on announcing, no maintenance. If not experienced as announcer, do not apply. Box 538D, BROADCASTING.

Waker upper. Entertainer and informer who can also handle mid-morning and afternoon spots. East coast. Box 543D, BRAODCASTING.

Experienced staff announcer. Six years experience all phases, wants permanent position. No floater, family. Box 551D, BROADCASTING.

Top rated regional Texas indie needs janitor who is a swinging deejay, newshound, and salesman. Above average janitor's pay. First drink puts this ad back in. Send tape and resume to KBBB, Borger, Texas.

Wanted: Announcer with first phone for all-night deejay show. Engineering secondary. No maintenance. Personality and newscasting talent are musts. Salary open, commensurate with ability. Contact William Duke, KDSX Denison, Texas.

Have opening for experienced staff announcer on NBC station. Please send tape and resume to KSYL, Alexandria, Louisiana.

Wanted: Announcer-1st phone engineer for east Texas. KTLU, Rusk, Texas.

News director wanted. Good salary. Must be good announcer, able to type, like news reporting. KTOE, Mankato, Minnesota.

Wanted for fast moving music-news and sports operation in progressive city of 42,000. Lots of work for right men. Need immediate tape, personal resume on combination sports and sales and for fulltime dj board man. Prefer man from midwest. Stan Gribble, P.D., KWHK, Hutchinson, Kansas.

Five kw needs a pop announcer who can do a two hour r&b show everyday and has a voice for production tapes. Send tape and letter to WACL, Waycross, Ga.

Staff announcer. Experienced with board and interviews. Photo. Tape. WBKV, West Bend, Wisconsin.

WEAV, Plattsburgh, N. Y. offers announcing-new position. 5,000 watts with progressive news-music format. All year recreation—boating, hunting, skiing. Good pay, stability. Tape, photo, resume, reference to A. E. Spokes.

Kentucky independent needs outstanding morning man. Must have good appearance and personality. Sense of humor and news delivery important. At least two years announcing experience required. Salary open. Send no tape. Give references. State past earnings. First application by letter only to WLEX, Box 1417, Lexington, Kentucky.

Experienced announcer: Good all-around staff man with copy writing ability needed immediately for 1000 watt daytime operation going network. Good opportunity. WMUS, Muskegon, Michigan.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with first phone, no maintenance. Announcing experience required. Approximately May 1. Write Manager, WNAM, Neenah, Wisconsin.

Announcer-newscaster for permanent position with Washington, D. C., metropolitan area station. Must be good combo man with real ability in newsfield. Excellent salary and chance for advancement. Send tape, photo, resume and referances we can check. WPIK, Alexandria, Virginia.

Wanted immediately: Announcer with first phone. Beginner ok if interested in becoming chief engineer of (Gates equipped) modern 250 watt indie with two way fm news unit, salary open. Contact Bill Rhyne, WRNB, New Bern, North Carolina.

Midwest 5 kw CBS affiliate and full power vhf tv needs solid announcer with experience in control room operations. Maximum scale $100.00 for 40 hour 5 day week with two years experience. Send audition tape, recent photo and background information to: Bob Eickmeyer, WTAD-KHQA-TV, Quincy, Ill.

Experienced announcer, first class ticket, who wants to live in friendly small city near lakes. Easy driving to larger cities. Friendly staff. Send tape, photo, which will be returned, complete resume to Les Dana, Manager, WTVB, Coldwater, Michigan.

Announcer. Immediate opening Radio Station WVOS, Liberty, New York, phone 1680.

Technical

Transmitter engineer, first phone. Experience not needed. Many extra benefits. Send all info soonest to Box 372D, BROADCASTING.

Chief engineer, for directional California radio station. Must be experienced and with good voice for some announcing duties. Starting salary $7,500. Box 387D BDOADCASTING.

Wanted, 1st phone engineer for transmitter and control room operation of radio-tv in eastern Pennsylvania. Include job and training resume with reply. Box 534D, BROADCASTING.

Wanted: Young, ambitious, first class engineer with good announcing voice. 5 kw Georgia station. Good starting salary, plus fast advancement. Send tape, photo to John R. Swann, WHAB, Baxley, Georgia.

Production-Programming, Others

Producer-announcer for California station who can write, produce, and voice all types of production spot announcements utilizing sounds, music, and ingenuity. Rush details, photo, salary requirements and taped sample of work. Box 453D, BROADCASTING.

News director to head news bureau for California station. Journalistic experience, administrative ability, good voice. Must be knowledgeable about all phases of news editing, including political, for both radio and tv. Rush complete details about yourself including your views on radio news, salary requirements, photo and air check. Box 454D, BROADCASTING.

Traffic clerk: Opening for experienced traffic clerk in central Jersey City. Box 490D, BROADCASTING.

Continuity director must have ideas and able to write with imagination. Salary open. Send photo and complete resume first letter to Manager, WIBM, Jackson, Michigan.

RADIO

Situations Wanted

Management

General managership wanted now. Assistant general manager 16 years experience. Worked all phases, always top man in sales, extremely promotional, will produce. Married and reliable, references. Box 434D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager-sales manager. Experienced metropolitan markets. Currently managing. Strong on sales. Top flight man on production and news gathering. Sound administrator. Available soon. Box 441D, BROADCASTING.

Radio executive wants midwest market for management. Heavy experience local operations, extensive background programming, promotion, sales, administration. Reply Box 489D, BROADCASTING.

General manager, 23 years in radio, with successful record all the way. Built two real money-earners for owners in that period. Thorough knowledge of all phases of independent operations. Box 497D, BROADCASTING.

Manager-sales manager. Experience in all phases of production and sales. Know how to make radio and television station pay dividends. Proven track record in personal sales in addition to managerial capacities. Young, energetic, family. B.S. Degree with graduation work. Seeking opportunity with progressive station. Box 507D, BROADCASTING.

Need a team? Manager and program director. Twenty-eight years combined experience. In last three years (55, 56, 57), we have produced a gross of $196,383.00 for a cash net of $47,320.99. Market of 40,000, daytime operation. Box 509D, BROADCASTING.

Old hand, 37. Sales, promotion, programming. Skilled announcer, old engineer (1st phone). Managing, need greater potential and stability. Manage, lease or buy, good potential station only. Prefer to stay in Rockies. Box 513D, BROADCASTING.

Ownership change makes manager available with outstanding record of success. Can produce for you. Box 515D, BROADCASTING.

Manager: Wants permanent position. 8 years experience all phases. Idea man with top sales record in competitive market. Can make your station number one and keep it there. Exceptional ability in working with staff. Outstanding record in communiy projects. Best references. Box 520D, BROADCASTING.

Let's talk! Television sales, radio sales management, and business experience. Box 542D, BROADCASTING.

Over 15 years experience with last ten as management emplacing sales and gearing independent station operations to produce sales. Have intergrated my life with civic life of community. Family man. Excellent references. Box 556D, BROADCASTING.

Experienced, in all phases of radio. Can sell and make you money. Work salary or % of net. Can make you money. Presently employed as manager. Write Box 558D, BROADCASTING.

Twenty years manager WAYX. Reason for changing, new owners taking over. Have management, sales experience. Can announce and have first phone license. Interested in southeast, but will consider any other location. Best of references. Available immediately. John Tobola, P. O. Box 528, Waycross, Georgia.

Sales

Station representative, sales development, radio/tv, N.Y.C. sell in depth-client level. Excellent sales record, knowledge of marketing. Box 488D, BROADCASTING.

Radio or tv sales: Caught in recent CBS executive retrenchment, mature, aggressive 30 year old family man with nine years N. Y. experience in commercial film, advertising and tv, seeks sales post with local major-market station. B.A., sls. bg., will relocate, prefer east. Box 528D, BROADCASTING.

Sales manager, 7 years experience all phases, announcing, sports. Past four years sales manager. Married, reliable, aggressive, hungry and anxious to spend 20 years with one operation. Want progressive market. Box 535D, BROADCASTING.

Announcers

Girl dj-announcer: Experienced, good sell, newscasting, interviews, continuity, production spots, secretary, 3rd ticket, single, car. Southwest preferred. Box 318D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 326D, BROADCASTING.

DJ beginner. Run own board. 4 years selling experience. (Insurance) knowledge of accounting and typing. 65 mile radius of New York City. Tape and resume immediately on request. Box 390D, BROADCASTING.

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Need thoroughly trained, professional announcer, nine years all phases, whose dependability equals ability? They're hard to fine, but I qualify. Married, veteran, degree, best references. Box 403D, BROADCASTING.

Play-by-play announcer desires position pro-baseball town. Excellent all sports. Box 404D, BROADCASTING.

Experienced announcer looking for place to grow with station programming for adult audience, strong news, good sell, dramatic background. Now in eastern metropolitan area. Box 452D, BROADCASTING.

Top rated—In major market, morning man with seven years in early slot, married, mature, production experience, presently employed. Box 470D, BROADCASTING.

Two top experienced announcers employed in major eastern market. Solid in news, special events, dj, programming. Permanent positions a must. Prefer southwest. Box 476D, BROADCASTING.

Summer replacement, announcer, dj, two years experience, currently employed. Want New England position. Box 477D, BROADCASTING.

Country dj. Non-character announcer. Guitar. Third. Thoroughly experienced. Box 478D, BROADCASTING.

Announcer, 32 married, family, seven years experience, would like good staff job or pd. Write Box 480D, BROADCASTING or phone TEmple 2-2278, Eau Claire, Wisconsin.

DJ experienced, young, married, draft exempt, references. Prove performances. Box 482D, BROADCASTING.

Beginner, married, 3rd ticket, radio school graduate, summer o.k. prefer east. Box 483D, BROADCASTING.

Wants opportunity. Salary unimportant. Radio school graduate. College, veteran, 23, family, one year experience. Box 486D BROADCASTING.

BA radio-tv, 30, 4 years experience play-by-play major sports and track, swimming, golf and boxing. 1st phone-dj and special events. Presently employed, prefer Pacific northwest-California. Box 492D, BROADCASTING.

Announcer: Experienced, currently employed, seeks larger market with opportunity for improvement and advancement. Box 495D, BROADCASTING.

Announcer-dj; radio school grad, young, ambitious negro. Tape available. Box 505D, BROADCASTING.

Rock'n'roll jockey. Key market, topnotch, successful, dynamic, hard sell! Stable, mature. Policy change requires immediate move! Box 508D, BROADCASTING.

Missing. Live mike. First phone. No maintenance. Finder please write Box 510D, BROADCASTING.

Baseball announcer. Available for season. Excellent references. First rate. Will accept baseball season work only. Box 512D, BROADCASTING.

"Pop" deejay, newscaster, staff. Experienced, veteran, college, 25, married. Relocate, small to large market. Minimum $65-$75. Desires white station because negro stations don't use "pop" deejays. Negro, no negro accent. No jivetalk. Highly recommended. Box 522D, BROADCASTING.

Mature-experienced all phases of announcing. Now doing late night record show. Metropolitan area only. Box 524D, BROADCASTING.

17 years major and medium markets. Energetic, versatile, sincere. Way above average radio and tv commercials and news. Outstanding radio deejay and tv emcee. 35, married, references. Box 525D, BROADCASTING. TUlip 30-626, Corpus Christi, Texas.

Versatile dj-newsman. Highly experienced all phases. First phone. Negro. Box 530D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj. 4 years experience. B.A. in radio-tv. 22, single. Military just completed. Ready to begin career. Box 531D, BROADCASTING.

Experienced disc jockey, three years, good commercial. Knows music, family. Box 532D, BROADCASTING.

Experienced newscaster-announcer. Top credits. Relocate near N. Y. Family obligations. Box 536D, BROADCASTING.

Experienced. 10 years top stations. Strong on news. East or northeast. Box 539D, BROADCASTING.

DJ-announcer go anywhere. Ready now. Run own board. Can sell, too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 546D, BROADCASTING.

Want starting place. Small southern station. 2 months experience. Box 549D, BROADCASTING.

Sports, news announcer: Basketball, football play-by-play. Local news gathering, earnest worker. Two years. Box 552D, BROADCASTING.

Personality, 27, first phone, top rated, draft exempt, gimmicks, voices, no prima donna, wishes California or west coast. Morning man. Box 553D, BROADCASTING.

Disc-jockey. Number two rating, two million plus market. Permanent for right offer. Box 557D, BROADCASTING.

Announcer-dj, 2 years experience with present employer, wants position with a future. Reliable, steady, excellent references. Write Box 559D, BROADCASTING.

Experienced-announcer, news man, staff and board work. Strong on news. Write 418 North 7th, Apt. 304, St. Joseph, Missouri, or contact 3-2577.

Experienced announcer — currently employed news, sports, dj. Write 628-13th Avenue N., Jax Beach, Fla.

Experienced announcer, four years copy and documentaries. Vet. Harris Berger, 559 Hendrix Street, Brooklyn 7, New York. HYacinth 8-5479.

2½ years experience. Mature voice. Know good music. Strong on news and commercial. Available now. Don Frederick, 218 N. Knight Ave., Park Ridge, Illinois.

DJ-22-vet. 1 year experience, 3rd phone desires permanent position anywhere. c/o Furey, 5 Lawrence St., Yonkers, N. Y. GR. 6-3096.

Announcer, recent Don Martin graduate. 1st phone Bill Lambert, 911 W. Poplar Ave., Porterville, Calif.

Help!! Announcer, dj, copy. Married, reliable, limited experience. Run board. Willing worker. Midwest first. New England second. Dick LaVerne, Andover, New Hampshire.

Attention Maryland, W. Virginia, Virginia. Two years experience all phases, play-by-play, family. Must be permanent. Ernie Tartler, 210 W. 16 Street, Lumberton, N. C. Redfield 9-5606.

Technical

Attention: S. Wisconsin and N. Illinois. Tech school grad, radio and tv serviceman with 1st phone desires permanent position in Broadcasting. Box 436D, BROADCASTING.

Summer position desired by G.I. veteran college physics student, single, experienced, first class phone, can combo, capable of expert maintenance, will handle responsibility, have car, minimum $100. Box 473D, BROADCASTING.

Engineer, first phone. Eight years transmitter, studio, remotes. Consider some sales. Box 511D, BROADCASTING.

Chief engineer, experienced construction, maintenance, directionals. Conscientious, reliable. No combo. Box 540D, BROADCASTING.

Chief engineer, prefers warmer climate, desires south or southwest. Well liked by present employer. Box 550D, BROADCASTING.

First class license, no experience. Desire employment with the opportunity to learn. Salary secondary. Gene Moore, Room 105, 2603 Inwood Road, Dallas, Texas.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer-announcer, seven years experience desires permanence, preferably technical position. Phone 7-9645. Jim Price, 348 E 2nd St., Plainfield, N. J.

Production-Programming, Others

Interested in creative program management? Hire this woman executive with 15 years radio experience! Top sell copy; promotion, public service know-how; proven mike technique. Now employed but looking for a secure future! Prefer west, will go anywhere. Box 354D, BROADCASTING.

Program director with record of proved creative program, production, promotion ideas that create sales for station and accounts. 20 years with top indie. Now employed, but available. Box 496D, BROADCASTING.

Newsman to gather, write and air news or sports. Chicago writing experience. BSJ and MSJ. Box 499D, BROADCASTING.

Copywriter, 10 years in radio, experienced also in news layout and publicity. Will consider tv. Box 506D, BROADCASTING.

Let a team build your station! Engineer and announcer-pd who both cover news, write, produce, dj, promote, and sell. Want in with good station to make it best. Box 527D, BROADCASTING.

Author-composer-producer of musical commercials available. Can handle entire operation myself. Have recording license. Box 547D, BROADCASTING.

Newsman: Work 24 hours a day for station that appreciates good responsible job. 10 years experience. $150 minimum. Box 548D, BROADCASTING.

Woman continuity director, experience: Programming, traffic, news, interviews. Production, hard-sell copy, 12 years, radio-tv. Fast, efficient. Excellent references. Box 533D, BROADCASTING.

Radio-tv copywriter, 2 years tv, 2 years radio. Gimmick, production spots. Young man, single, degree. Copy samples, references. Saul Madvine, 3440 Milton, Dallas, Texas.

TELEVISION

Help Wanted

Sales

Excellent opportunity, exceptional guarantee experienced salesman in growing single station southwest market. Box 514D, BROADCASTING.

Announcers

Texas tropical coast living available for qualified commercial tv announcer, some weathercasts. Send complete resume, references, photo, tape airmail to Harry Abbott, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Wanted, 1st phone engineer for transmitter and control room operation of radio-tv in eastern Pennsylvania. Include job and training resume with reply. Box 534D, BROADCASTING.

TV transmitter operator, will train. Increasing power. Merritt, WICS-TV, Springfield, Illinois.

Immediate opening for experienced tv transmitter engineer with maximum power vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Production-Programming, Others

Girl commercial writer, Wisconsin. Must own car to contact pre-sold advertisers. Box 493D, BROADCASTING.

Photographer for medium market CBS affiliate in S.E. Film and processing experience a must. Photo and resume first contact. Southerner preferred. Box 501D, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Staff commercial artist needed for local television operation in northern Maine. Fulltime employment available plus opportunity for outside work. Contact Ted Coffin. WAGM-TV, Presque Isle, Maine.

Television copywriter wanted with experience in writing commercial copy and program continuity. Excellent new facilities and employee benefits. Salary open. Write Program Director, WANE-TV, Fort Wayne, Indiana.

TV copywriter—Leading vhf station has immediate opening for experienced copywriter. Qualified applicant must have thorough knowledge of audio-video techniques. Submit samples and complete information including earnings first letter. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted

Management

Attention Texas and all points west! Responsible family man with experience, proven ability, and a willingness to work desires position as sales manager or station manager. Now employed, but looking for greater opportunity and responsibility. Box 494D, BROADCASTING.

Sales

TV sales manager, now general sales manager. VHF in important, highly competitive eastern market. Outstanding sales record. Gilt edged references. Valid reason for desiring change. Prefer south, southwest or west. Would consider position as national or local-regional sales manager. Will deliver sales. Mature, hard working, with broad experience. Box 475D, BROADCASTING.

Announcers

7 years tv and radio. Now employed. Metropolitan area only. Box 405D, BROADCASTING.

Radio-know? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 472D, BROADCASTING.

Staff or personality announcer available immediately. 22, out of service, 5 years radio and television. Salary open, want good opportunity. Gene Edwards, Rt. 1; Box 85C; Martinsburg, W. Va. AMhurst 7-7583.

Technical

Engineer, 1st phone, desires permanent tv position, experienced am-fm, audio, 2 years ALTEC field engineer, 29, family, college, prefer southeast. Box 225D, BROADCASTING.

Summer replacement: First phone, experienced am, fm; desire to learn tv. Box 474D, BROADCASTING.

Production-Programming, Others

Reporter-photographer-announcer (in that order); 5 years all phases, tv-radio news, sports. MSJ Northwestern, BJ Missouri; seek challenge, opportunity. Tape, 27, single. Top references current employer. Available April First. Box 380D, BROADCASTING.

Four years experience all phases television. Desire promotion or production in large metropolitan market. College grad. Write Box 479D, BROADCASTING.

Freelance news photographer and editor with own Bolex desires to relocate in western states. Can also operate RCA tv camera and act as studio technician. Box 504D, BROADCASTING.

Production assistant, 25, relocate anywhere. TV graduate. Can qualify as a camera man, boom, stage and traffic manager and film. I would like to work for an organization where I can prove my potential for growth and development with the desire to make a career of service with one station. For your consideration, a resume and picture so you may evaluate my potentialities. Box 516D, BROADCASTING.

8 years in major east coast market with one of country's leading broadcasters. Program manager for past three years. Will relocate with family for right station. Can supply highest recommendations from above employer and would like to give you full story of my directing-producing background both local and net. Age 33. Box 518D, BROADCASTING.

TV artist, illustration, lettering, set design, ad layout, slide photography, air-brush, showcards, etc. Samples on request. Write Box 526D, BROADCASTING.

RADIO STATIONS FOR SALE

SOUTHWEST

1. Full time. Competitive small market. Gross about $23,000 last year. Studio leased. **FULL PRICE $13,500 CASH.**

2. Exclusive daytime. County has $30,000,000 sales. Well equipped. **Full price $35,000 with $20,000 down.**

—Ours is a Personal Service—

MIDWEST

1. Gross $36,000. **Asking $35,000 with $15,000 down.** Exclusive. Daytimer.

2. Daytimer. Exclusive in a wealthy area. Stock sale. **Requires $50,000 down.**

ROCKY MOUNTAIN

1. Full time. Well established. Network. Gross $85,000. **Down payment $25,000 includes receivables.**

2. Absentee owned. Full time. Exclusive and captive market. **Gross $36,000 year. $5,000 down.**

—Ours is a Personal Service—

NORTHWEST

1. Exclusive. Full time. Excellent market. **$16,000 down.**

2. Full time. Rich market. **Gross $70,000. Down payment $30,000.**

CALIFORNIA

1. Exclusive. Full time. Studio and building owned by station. **$20,000 down.**

WE HAVE MANY OTHER EXCELLENT BUYS THROUGHOUT THE WHOLE COUNTRY

JACK L. STOLL
& ASSOCIATES

A NATIONAL ORGANIZATION **for the sale of Radio & TV Stations**
6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Conscientious, capable announcer, program director, producer. Television experience. Eighteen years varied experience. Excellent knowledge of music, news, production. Family man. Now employed as program director. Write: Gregg Chancellor, 1310 North 20th, Grand Junction, Colorado.

Director in three station market, 380,000 tv homes. College graduate, vet, 28 years old. Seeks larger market as director or ad. Available early April. Excellent references from present employer. Write Robert J. Spittler, 610 So. 57th St., Omaha, Nebraska.

FOR SALE

1958 radio station plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

Stations

Texas single station market. 12,000 city zone. County seat. 10 years excellent earning record. $50,000. $20,000 down. 10 years to pay balance. Only qualified applicants apply. No brokers please. Box 430D, BROADCASTING.

$40,000 will buy half interest in well established record company operating radio station in major Pacific coast metropolitan market. Need someone with executive and organizational background to reorganize and increase business. Full particulars will be sent. All inquiries strictly confidential. Box 521D, BROADCASTING.

One of the best 1000 watt station. This is a straight sale and all correspondence must be in strictest confidence. Is now netting more than two thousand monthly and potential unlimited. Health demands a quick sale for cash. Only responsible party considered. Brokers save your stamps. Will bear closest investigation. Box 541D, BROADCASTING.

Western tv opportunity—Top ranked full power network station in terrific market. Grossing at $350,000 rate now. Excellent equipment. $225,000 down will handle. Box 544D, BROADCASTING.

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Private brokerage service. Texas, Louisiana, New Mexico, Oklahoma, Arkansas, Colorado, Missouri, Kansas. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Wyoming single market quarter-kilowatt. $27,500.00. $8500 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Middle south, small and medium market stations. Prices ranging $35,000 to $90,000. Terms. Chapman Company, 1182 West Peachtree, Atlanta.

Middle Atlantic, metropolitan area station, $50,000 down; medium market station $20,000 down. Chapman Company, 17 E. 48th St., New York.

Florida small market stations, down payments from $7,500 to $35,000. Chapman Company, 1182 West Peachtree St., Atlanta.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Several Florida stations for sale. Southern Radio, 601-2-3 Southern United Building, Macon, Georgia.

Kilowatt daytimer in south Arkansas. Very low fixed over-head. Ideal owner-manager operation. Priced for quick sale, cash or terms. Selling because of other business interests. Contact J. A. West, Jr., 213 W. Oak, El Dorado, Arkansas.

California medium market quarter-kilowatt. $80,000.00 cash. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

To buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

FOR SALE—(Cont'd)

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

For sale, Tapak, spring-wound tape recorder, duplex-newscaster, 7½ IPS, volume indicator, mike, headphone, carrying strap, batteries, built-in flashlite, stroboscope, instruction book. List $349.50. Best offer! Bud Pentz, KWBE, Beatrice, Nebraska, CAnal 3-2388.

AM radio tower, 150 feet, Stainless, good condition. Clark phase monitor, 108 E, like new. Gates hy-watter, 2 tower array phasing equipment. Contact WAWK, Kendallville, Indiana, phone 764.

For sale, reasonably priced, one RCA mobile tv unit less tv equipment. Truck is 1950 model 1½ ton Chevrolet on Standard 160" wheelbase. Outside dimensions (overall): 269" long; 89" wide; 72" high. Tires—good. Mileage—18,000. Truck may be seen by appointment. Contact—W. P. Kusack, WBKB-ABC-TV, 190 North State St., Chicago 1, Illinois.

R.M.C. vertical reproducers. UL-ID heads, A-16 arms, EL-2B equalizer, very reasonable. WJAG, Norfolk, Nebraska.

GE fm one kilowatt transmitter complete with monitors. Excellent condition. Used less than four months. Contact Manager, WLNA, Peekskill, New York.

For sale: Ampex 601, Electro Voice 654, phones. Seldom used. $400. Bill Browning, 4229 5th Avenue, San Diego, California. CYpress 8-9221.

Ampex 350-2U, $1627; 600, $398; 620, $119; Concertone #23($833) $695 & $595; 601P; 601-2P. Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

250 watt fm transmitters, type approved, new, in stock, customed tuned, $2495.00, Industrial Transmitters and Antennas, Upper Darby, Pennsylvania.

250 foot Truscon am tower. Truett Kimzey, 3515 West Vickery, Fort Worth, Texas.

540 feet of 3⅛ transmission line. Never used, packed in original shipping crates. Contact Manager, WLNA, Peekskill, N. Y.

Will buy or sell fm equipment. Ed Nall, 4516 North Libby, Oklahoma City.

WANTED TO BUY

Stations

Advertising agency executive seeks to buy am property or c.p. in medium-size market. Write details to Box 330D, BROADCASTING.

Broadcasters with $10,000 want am in midwest-southwest. Strict confidence. Box 491D, BROADCASTING.

Have clients desiring to buy stations in South Carolina and Alabama. Call Southern Radio, 6-6061, Macon, Georgia.

Equipment

Wanted, 10 kw fm transmitter and associated equipment including tower. Complete details to Box 258D, BROADCASTING.

Wanted: Approximately 1200 feet of used transmission line—3⅛" diameter, 51 ohms, ceramic, flanged. Price and quantity to Box 498D, BROADCASTING.

Wanted: HiBand vhf transmitting equipment for high power conversion with accessories. Also good rear screen projector. Box 519D, BROADCASTING.

Wanted: Good used field strength meter; send details, price, terms. Box 133, Blacksburg, Va.

1 kw fm transmitter, KYFM, 4516, North Libby, Oklahoma City, Oklahoma.

FM transmitter used 1 or 3 kw antenna accessories. Radio Station XEN, Lafragua 4, Mexico City.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

INSTRUCTIONS WANTED

Desires personal instructions for FCC first phone license in Newark, New Jersey, area. Box 517D, BROADCASTING.

RADIO

Help Wanted

Management

Program Director

Expanding station group has opening for program exec able to build and hold ratings in highly competitive major market.

Box 502D, BROADCASTING

Announcers

AIR PERSONALITIES
CREATIVE WRITERS

5 kw AM major established independent. Midwest. Aggressive policies. Send complete information.

Box 400D, BROADCASTING.

D.J.

Indie chain will soon have opening for top DJ in one of its major markets. Send biog first. We'll call for tape.

Box 503D, BROADCASTING

Situations Wanted

ATTENTION
OWNER or MANAGER

of 10,000 or 50,000 watt station

I have a radio program, of proven format, that has been successfully performed in small markets for six years. It is now ready for a major market. You will be under no commitments other than air time.

I will handle the program, which is directed to the housewife. I will sell the program on a commission basis only, handle all copy, and service the accounts.

For additional information, contact

Box 529D, BROADCASTING

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1733 Broadway, N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

RADIO

Situations Wanted—(Cont'd)

Management

MANAGEMENT TEAM

Two twenty year veterans, experienced all phases; management, sales, programming, writing, news. Prefer western or south western location. Interested in station needing strong hypo. Salary and over ride with opportunity to buy substantial interest. Write *Box 481D, BROADCASTING*. All replies confidential.

TELEVISION

Help Wanted

Sales

TV FILM SALESMEN WANTED

To sell exciting, novel baseball quiz show on film. Now available in packages of 26, 39 or 52 fifteen or thirty minute shows. Greatest quiz gimmick ever offered.

We want salesmen to carry it as additional package while covering tv station in U. S. All areas open. Excellent commission. Contact Albert Black TV Production, 450 East 63rd Street, New York City. Templeton 2-8614.

FOR SALE

Stations

NEW YORK AREA INVESTMENT OPPORTUNITY

Specific opportunity to join in purchase of a radio property under experienced management now available. This regards a specific radio purchase possibility in market approx. 2 hours from N. Y.—Conn. line. Details only to sincerely interested parties with $2,000 to $10,000 cash investment. Here is solid realistic opportunity to take financial advantage of "Hard Sell" radio station ownership.

All replies held in strict confidence—personal meeting in New York can be arranged.

Reply Box 487D, BROADCASTING

FOR SALE

TV-Radio Package

In western city of 125,000, surrounded by growing trading area twice that size. Combined gross of $1,600,000 with net profit after taxes of $134,000. Can be bought for 29 percent down. Full information to Qualified buyer.

Box 545D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS — MANAGEMENT
APPRAISALS — FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

AVAILABLE IMMEDIATELY

CH 4, 3 day 50 KW antenna, used 3 years, perfect condition. Ideal for standby. Now on ground and gas pressurized. Styroflex feeder lines. Phone or write

W. H. Hauser, WBZ-TV, Boston

FOR SALE—(Cont'd)

Equipment

For Sale

Used, 400 ft., Stainless, G-36 tower
Excellent Condition
Available immediately. Price $4500

WEEK-TV
Peoria, Ill.

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

CLOSING OUT LAST FEW

brand new Globe-Wernicke heavy steel transcription filing cabinets with slide compression drawer. Original cost $75.00.

While stock lasts will sell at
$14.75 each

Each cabinet holds 200 16-inch transcriptions. Terms Cash only, F.O.B. Cincinnati.

Standard Radio
Transcription Services, Inc.
360 North Michigan Avenue
Chicago 1, Illinois

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

AN ATTEMPT to water ski across San Francisco Bay was only one of the tasks set by KPIX (TV) there in a search for the "woman willing to do anything" promotion for its *Money Tree* quiz show. Mrs. Marilyn Mahan, pictured being helped from the water by Sandy Spillman, the show's host, was chosen from the 300 women who volunteered after the station announced the project. Besides filming her skiing efforts, KPIX filmed her manicuring an elephant, looping-the-loop in a plane and roller skating across the Golden Gate Bridge. The films were shown on *Money Tree* the following day. As prizes, Mrs. Mahan received more than $2,000 and a trip for two to Hawaii.

KDUB Listener to Get Holiday

The winner of the "To Be a Millionaire" contest by KDUB Lubbock, Tex., will be announced Saturday and will be awarded an expense-paid trip for two to Europe. The contest ran Jan. 13 through yesterday (Sunday) and 12 times a day during that period the station aired two-line rhyming clues, a total 756 clues. The station scheduled a spot announcement before and after each clue and divided them between four advertisers at $200 a week. KDUB reports the 50,000 entry blanks it distributed to advertisers prior to the contest's start were nearly all picked up by contestants within three days and it was necessary to print 50,000 more.

LEGAL STRINGERS

Indicative of WWDC Washington's up-to-the-minute news coverage is the case of the defendant in a civil suit at a local court who died while in the witness box. A lawyer telephoned the station within 15 minutes with the news the defendant had died following a heart attack. Another lawyer called 10 minutes later with the same information. WWDC then received a third call, this time from the judge who presided over the case, also reporting the incident.

SNOW IN KIFI PICTURE

While other stations content themselves with an occasional snowman promotion, KIFI Idaho Falls, Idaho, has its call letters spread over snowy slopes all winter long.

KIFI's Junior Ski School this season is ten years old and counts 530 children enrolled for weekly free lessons. Young enthusiasts are guided by 100 instructors recruited by KIFI from local business and professional men, whose volunteer ranks are supplemented by younger sportsmen serving as junior instructors. They are easily identified as they swarm over the Pine Basin, Idaho, slopes by their "KIFI Ski School" badges.

Every Saturday, starting in January, at least 12 buses leave Idaho Falls loaded with budding skiers from 12 years old through high school age.

On Sundays, youngsters 6-11 years old have their chance at the slopes. Students pay only for transportation. Nearly half of this year's crop were strangers to skis, according to KIFI General Manager Jim Brady, but many have become racing veterans during their years of KIFI instruction. KIFI sends a ski team recruited from the student body to all regional racing events.

YESTERDAY's *students in the KIFI Ski School are today's junior instructors in the station's 10-year-old sports project.*

WOWO Wows 'Em With Gold Discs

More than 2,500 WOWO Fort Wayne, Ind., listeners reportedly sent in requests for "gold records" during promotion in which the station played and gave away discs which have sold a million or more copies. Based on the theme "WOWO's going back on the gold standard," the campaign got underway with disc jockeys and "golden girls" touring the city in the station's mobile units and gold colored automobiles and giving away bags of goldfoil-covered candy coins to shoppers.

Bags of the candy also were sent to present and prospective accounts with "back on the gold standard" promotional material. A two-hour evening show featured among others: the woman deputy sheriff of Goldfield, Nev.; the owner of King Midas gold stamping company, Ft. Wayne; a gold miner from Ontario; a former freight mover during the Klondike gold rush; the superintendent of security at Fort Knox, and a member of the U. S. Treasury Dept. Peggy Lee, Tennessee Ernie Ford and others taped or beeped interviews in connection with the promotion and other stars sent congratulatory wires.

KNUZ Celebrates 10th Birthday

A budget of $10,000 went into KNUZ Houston's 10th anniversary promotions Feb. 17-18. Teaser and other newspaper ads, posters on buses and billboards and on-air saturation spots featured the letters "O-T-G." This was revealed as the abbreviation for "On The Go," the campaign's slogan. In front of KNUZ studios was erected a model of Jupiter C (which launched the Explorer satellite) to signify the station's modernity; other kinds of models—redhead, brunette and blonde—carrying French poodles tinted to match their hair, delivered birthday cakes to agency executives. They later paraded in Houston shopping centers. KNUZ held two birthday parties, one for agency personnel and newspapermen and the other for sponsors and station representatives.

How to Editorialize—WTVJ (TV)

Since September 1957 WTVJ (TV) Miami has telecast a daily editorial and it has set down the experience gained, plus an account of the series' five years of preparation, in a 13-page booklet, "The Television Editorial." Ralph Renick, vice president in charge of news, delivers the editorial and also is in charge of distributing the booklet. Described by the station as a "workbook for broadcasters who are considering a local television editorial," the booklet outlines the preparation, mechanics of presentation and the results of its editorializing.

WHCT (TV) Starts Editorializing

"A definite stand on important local and regional issues," is voiced by WHCT (TV) Hartford in *Editorial* (Sun. 1:15-1:30 p.m. EST). The program is an experiment for WHCT and it encourages viewer comment. Air time is given to letters opposing the station's opinions. The text of the editorial is shown while an (unseen) announcer reads it, thus keeping viewers from confusing WHCT's sentiments with those of the person delivering them.

N. Y. Philharmonic Plans Series

The New York Philharmonic announced last week that Robert Saudec Assoc., producer of *Omnibus*, has been selected to plan and produce a series of four to six Philharmonic concerts during 1958-59 for showing on network television. Bruno Zirato, managing director of the orchestra, said the presentation of the concerts on tv would be "subject to the securing of sponsorship."

Henderson Draws Fast in Denver

It was high noon at Magic Mountain, west of Denver on Feb. 22. A crowd of 6,000 had gathered to watch the flash of six-shooters in the Colorado sun. Kelo Henderson, star of ABC-TV's *26 Men*, was there; so was "gunman" Sam Toole, Denver auto salesman. It was the first International Gunslingers Contest, sponsored by KBTV (TV) Denver and *The Denver Post*, and was being televised on KBTV.

Television's Henderson won the match by besting automan Toole in three sets of three quick-draw shots each. Their matches were clocked by a special timing device flown to Denver for that purpose. It is expected the second International Gunslingers Contest will be held this summer at Magic Mountain. Many entries from everywhere are anticipated. Mr. Henderson announced he'll be only too glad to attend.

Color Pinocchio Series on WGN-TV

RCA Victor Distributing Corp. has signed with WGN-TV Chicago to sponsor a weeknight strip of fantasy adventures in color. The program, conceived by Ed Roth, WGN-TV program manager, was developed as a special presentation to "promote living color." The quarter-hour colorcast, titled *The Blue Fairy* and based on the adventures of Pinocchio, is produced in association with the Rufus Rose Marionettes, Waterford, Conn. Mr. Rose has been identified with the *Howdy Doody* series since 1952.

The series will originate in a studio (7A) recently converted to all-color operation with WGN-TV's purchase of a second live color camera chain. The station is now programming color 4¼ hours a week.

VETOES TOP 40

WISN Milwaukee tried the "top 40" record format Feb. 20 and scrapped it after five hours because of adverse listener and client reaction.

Without advance fanfare, WISN started the new music policy at 6:30 a.m., completely armed with top 40 records, including rock 'n' roll. Within ten minutes its switchboard lit up, the station reported, with callers appealing for the old standards. Advertisers also received calls from listeners protesting the new policy and some 500 Marquette U. students drafted a petition in the same vein.

Within minutes after reverting to standards, Carl Zimmerman, assistant manager of WISN, recorded an announcement for use every hour. Said he: "Within minutes after the Charlie Hanson show went on the air . . . you listeners told us in no uncertain terms what you wanted to hear. It was not rock 'n' roll. You told us you wanted the music that WISN has been playing for the last 18 months. . . ."

TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

In any case, wouldn't you say ONE is enough?

1. For needed protection

2. For adequate coverage

4. For all your property insurance

3. To carry the load

Is it necessary to have three or four—or even more—insurance policies on your home, when just *one* might be enough?

You may qualify for a *package* insurance policy on your home and its contents, against fire and other perils. You can include protection on almost any risk you are likely to face as a property owner.

Your independent local agent or broker will be glad to tell you about a package policy. And when you buy it, insist on Stock Company Insurance. It's known for *quality* protection with *full-time* service. And remember: if you're not *fully* insured—it's not enough!

Capital Stock Company Insurance Standard protection

NATIONAL BOARD OF FIRE UNDERWRITERS *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.

WCAU TV
CHANNEL 10
ASPIRIN

IN THE PHILADELPHIA MARKET...

WHICH GOES TO WORK FASTER?

Most advertisers agree...WCAU-TV is the fastest way to better sales! They choose the station that offers a combination of priceless ingredients...deeper penetration...greater acceptance...effective merchandising effort...and low cost per thousand. **Right now 4 prime nighttime spots net you 2 out of 3 Philadelphia TV homes a week. The cost per 1,000 families is less than a couple of bottles of your favorite headache tablet.**

Sales are better, faster, when you buy

WCAU-TV

...the station that means business in Philadelphia

Represented Nationally by CBS-TV Spot Sales

MONDAY MEMO

from **SHEPARD CHARTOC,** *vice president in charge of radio-tv, Gordon Best Co.*

PICKING THE RIGHT PRODUCTION FIRM NEEDN'T BE BLINDMAN'S BUFF

Judging by the ever-increasing number of new companies producing tv film commercials, the minute-movie industry is either exceptionally lucrative or extremely fascinating.

Fascinating, yes. Even cut down to 60-second size, something of the glamor associated with motion pictures remains. Lucrative? Well, that depends.

As anyone involved in the production of film commercials will testify, an inside look at the production picture proves the minute-movie business to be one of the most exasperating, thankless jobs in the film industry. And mark this—sometimes, through no fault of the producing studio the job can be completely unremunerative, even financially disastrous.

After all, the studio must please. Costly remakes to correct storyboard mistakes, which often are the fault of either agency or sponsor, must be taken in stride and absorbed somewhere. This is reason enough to drive many producing companies into bankruptcy. Yet it seems that old studios never die—they just multiply!

Strangely, this seemingly endless multiplication of film "sources" brings little comfort to the agency producer. Contrary to the supposedly normal rules of supply and demand, increased competition among the film men makes his job much harder. Competition *per se* does not not reduce costs in tv film commercial production. The prevailing rates for talent, stage sets, technicians, laboratories, film, etc., must still determine the base cost of each commercial. Cutting corners can be disastrous, as many a neophyte agency producer has learned to his sorrow.

Solicitation for agency business is brisk. Any agency producer can, without effort, schedule a sample reel showing for every day of his week. Week after week! Naturally, the agency producer doesn't want to seal himself off from any source that can be of help to his client or himself. But with so many producers seeking a share of the business, how do you decide which is the best qualified?

QUALITY AND RESULTS, NOT SALESMANSHIP

It seems easy enough to tick off on your fingers the obvious qualifications to look for. If a producing firm is to turn out a film with even minimum commercial effectiveness, it must possess creativity, technical quality, and experience, plus the ability to achieve results on schedule.

But try fitting these qualifications to the number of producers who solicit your business . . . including all the new ones! Standards among those with established experience are almost uniformly good. Too good! Your most exacting requirements already can be met by enough now-existing studios to handle easily all the commercial business there is.

There's the rub. Your choice is already difficult enough, so why should you consider the new producer at all?

Usually the new producer asks to be considered on the basis of greater creativity. What if his firm is lacking in experience as a unit? After all, he points out, the same cameraman is available to any studio. In most cases, even the same crews can be hired. And in his enthusiasm to tell his story, he hires an equally enthusiastic salesman, eager to stress the creative talents and special services of his new employer.

If agency producers become "difficult" and "hard to see" at this stage, it is simply because every day comes the deluge! In person, by phone, through the mail. And if agency producers seem wary, it is only because they have learned the hard way that there are still those seeking commercial business whose greatest skill is only their salesmanship!

There remains the sample reel. Here, you say, is undeniable proof of performance. Surely an agency producer can judge the creativity and technical capability of a film studio by its sample reel! Well, he can't, because there can be an unknown factor. For example, director A, with a recognizable degree of creativity, is associated with company B. He may even be part-owner of B. But company C offers him a better deal, so director A moves over. When he leaves B, his sample reel stays—and also goes. There's no dishonesty about this.

Consequently, it's not at all unusual—or even necessarily unethical—for the same commercials (usually the good ones, of course) to turn up under the label of two, or maybe even three, producing studios. Who is really responsible for what?

It's on this crucial question that the success or failure of the agency producer turns. This is his cross and his crown. After all, he—like the film studios themselves—is really only as good as his last commercial!

MUST FIND OR BUILD RIGHT COMBINATION

So, the good agency producer acts always on this principle: it is a combination of talents and services, properly meshed, that results in a good tv commercial. Thus, when the agency producer, feels he has discovered a good working combination, it is understandable that, blandishments of out-promising salesmen or no, he should be hesitant about switching his film source. The value of the agency producer to his client is directly related to his ability to find—or build—the best source for the kind of commercial films required.

Because of the particularly close relationship that must exist between the agency producer and the film producing unit, it is impossible to deny that there is a personal element that will enter into his choice. You work best with the people you feel understand you and your problems best. And the minute-movie is a trying, obstinate sort of problem. It is measured off in seconds. It demands taut writing, and that indefinable "sense of pace" that is both craft and artistry. Realize that the very narrowness of the 60-second time limit can magnify a production flaw all out of proportion to comparable missteps in lengthier films.

Ideal personnel for a good tv commercial producing unit:

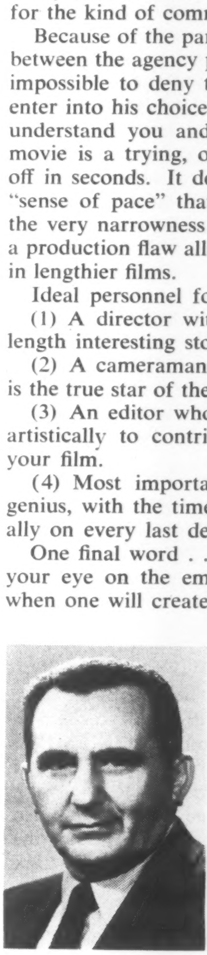
(1) A director with a special talent for cramming a full-length interesting story into a 60-second feature.

(2) A cameraman who recognizes that the client's product is the true star of the film.

(3) An editor who is more than a cutter, who is equipped artistically to contribute to the overall tempo and flow of your film.

(4) Most important, a producer who is a co-ordinating genius, with the time and patience to follow through personally on every last detail.

One final word . . . difficult as it may be, be sure to keep your eye on the embryo producing firms. You never know when one will create the minute-movie of the year.



Shepard Chartoc, b. June 3, 1913, New York. Graduate NYU. Joined CBS Chicago in 1942, heading press information, special events, education. From 1945, successively was radio director, MCA; co-owner, Chartoc-Coleman Productions; radio-tv director, Buchanan & Co.; freelance writer-director-producer; account executive, Olian & Bronner. Joined Gordon Best in 1953. Active on such clients as Helene Curtis, Milner Products, Maybelline.

The Hound's Tooth

PRESIDENT Eisenhower lost no time in filling the vacancy created by the forced resignation of Richard A. Mack from the FCC. In selecting John S. Cross, assistant chief of the Telecommunications Division of the State Department, the President picked up the first name on the eligible list. Capt. Cross had been an active candidate for the identical post when Mr. Mack was appointed three years ago.

Perhaps Capt. Cross' greatest asset in his selection was his availability and his pending candidacy. He can't be classified as a controversial figure. He has spent a dozen years at the State Department, all in telecommunications. He has been a delegate or advisor at some 18 international conferences in the last dozen years. He was in communications in the Navy during the war.

While Capt. Cross is not well-known among broadcasters, he is acquainted with many engineers identified with international allocations. He's no striped pants cookie pusher in career diplomacy, but rather a tough-minded bureaucrat with a sense of humor who admittedly has had his eye on the FCC for all the dozen years he has been with the State Department.

Because of the very events that precipitated the Mack resignation, more than ordinary importance attaches to the Cross nomination. While the selection of Mr. Cross was made at the White House staff level and cleared by Assistant to the President Sherman Adams, the responsibility for appointment lies solely with the President. It is a function he cannot delegate.

With the nomination made, the Senate Commerce Committee now has the responsibility for undertaking a careful examination of Capt. Cross' qualifications and background, before recommending to the Senate that his nomination be approved or rejected. In all too many cases in the past involving administrative agencies, the Senate Committee examinations have been superficial. Once a nominee is found fit, the Senate should expect him to carry out his responsibilities without undue interference (or pressure) from members of Senate or House.

Capt. Cross may not possess all of the attributes that would make for an ideal commissioner. In the present climate, a man possessing them probably wouldn't accept an assignment on the FCC at quadruple the $20,000 salary. Mr. Cross may not even get along too well with all of his prospective new colleagues. But he does have an engineering-allocations background which should prove helpful in grappling with the FCC's unending problems. And we have no doubt that he's as clean as that hound's tooth President Eisenhower has been talking about.

Same Old Tune

THE ASCAP songwriters who are supporting Sen. Smathers' bill to divorce broadcasters from ownership in BMI are basing their case largely upon a phony allegation.

The allegation is that because broadcasters own BMI they favor BMI music and discriminate against ASCAP tunes.

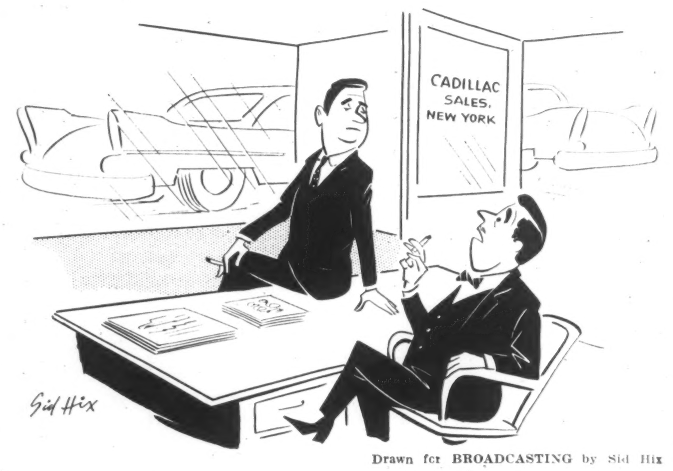
The allegation has not been proved, and it won't be. It can't be.

Every reliable piece of statistical information proves that broadcasters choose music for its popular appeal and not for its connection with any licensing agency. We are sure that when the Communications Subcommittee of the Senate Commerce Committee hears the facts from broadcasters and BMI when it comes their turn to testify, the absurdity of the songwriters' charges will be evident.

Meanwhile, we have accumulated some information of our own which we respectfully call to the subcommittee's attention.

At the first annual disc jockey conference held by the Storz Stations we asked leading d.j.'s if it made any difference to them in selecting music for their shows whether the music was BMI or ASCAP. Of 89 important disc jockeys who completed that part of BROADCASTING's questionnaire only four said they took the licensing authority into consideration. Of those four three said they tended to favor BMI music, and one favored ASCAP. One added the illuminating comment that he was in no position to know whether a song was ASCAP or BMI.

If there is a conspiracy to throttle ASCAP, it is a conspiracy without the conspirators who would be essential to its success. The disc jockeys who answered BROADCASTING's questionnaire are the men who choose the music that is played on radio. Their answers make it plain that they make their choices for reasons having nothing whatever to do with ASCAP or BMI.



Drawn for BROADCASTING by Sid Hix

"What we need is a rash of losers on that quiz show."

A secondary allegation which the ASCAP witnesses have made is that BMI is debasing musical culture by promoting rock 'n' roll.

We yield to no one in our personal dislike of rock 'n' roll, but we cannot agree that BMI has cornered the market in musical trash. A list of ASCAP titles contains items which are vulgar in the extreme. A good deal of music is published under both ASCAP and BMI licenses without regard for the elevation of the country's musical tastes.

But to kill or incapacitate one of the two major licensing authorities would be no guarantee of an improvement in the cultural level of American music. A monopoly would be under no greater compulsion to produce fine music than the two big organizations now in competition are. Indeed a monopoly, by its very power, could accentuate debasement.

The ASCAP songwriters who encouraged Sen. Smathers to introduce his anti-BMI bill and who are arranging the testimony in support of it have been harping on the same theme a long while.

The principal features of the case they are presenting in the Communications Subcommittee hearings are identical with those of the case they presented a year and a half ago to the Antitrust Subcommittee of the House and with those of the federal court case they filed several years ago.

One forum for this case ought to be adequate, and the appropriate forum — which the ASCAP songwriters themselves first chose—is the federal court.

Twice they have been warned by the court to quit trying the case outside the courtroom. The most recent warning came last week. If the ASCAP songwriters fail to abide by a double admonition it will clearly mean that they have abandoned hope for winning anything in a trial under present laws and have staked their future on changing the laws to suit their own fortunes.

John J. Dempsey

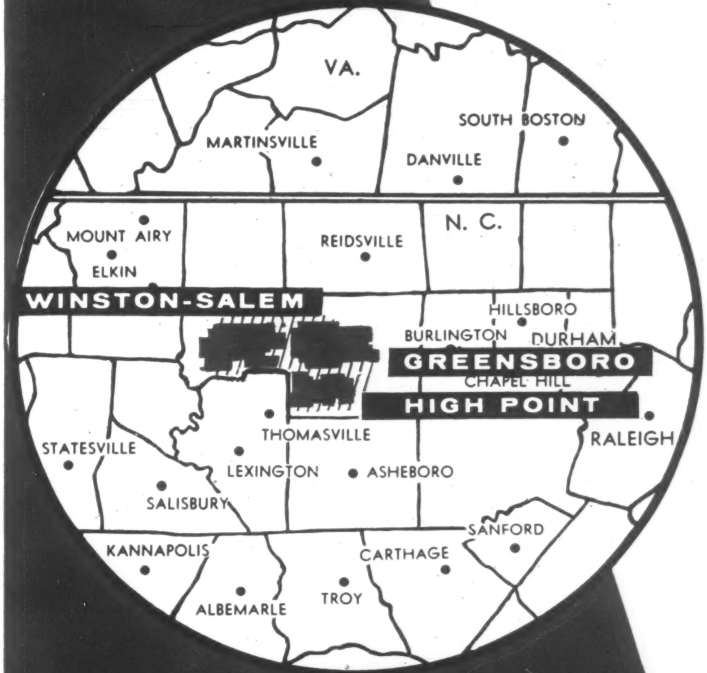
BROADCASTERS lost a good friend and the nation a distinguished and dedicated public servant in the death last week of Rep. John J. Dempsey (D-N. M.). He was 78.

Nearly 20 years ago Mr. Dempsey led the effort to establish the House Radio Gallery in the first move to give the radio news reporter privileges on a parity with those of the press in covering Congress. It was not an easy or popular undertaking because the old-line "press" offered formidable opposition.

It was on May 20, 1939, that the House Radio Gallery was established. There followed in rapid succession creation of the Senate Radio Gallery and White House and other departmental recognition. This spread through state and local governments. And 10 years later the right to editorialize was enunciated by the FCC.

In extending our sympathy to Rep. Dempsey's bereaved family, we also suggest that a fitting memorial to him by a grateful broadcasting medium would be the creation of a Dempsey award for meritorious achievement in broadcast news reporting or editorializing.

NORTH CAROLINA'S **INTERURBIA**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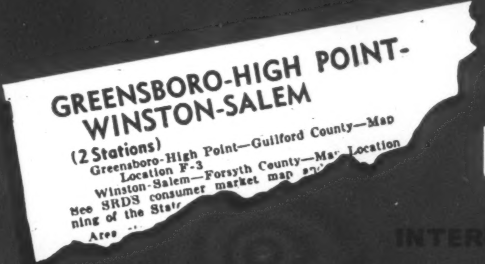
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